

to **CONTROL DIARRHEA...**the traditional and time-tested triad  
of effective and safe agents



Pleasant taste *plus* predictable, prompt response in diarrhea

Parepectolin combines paregoric, pectin, kaolin in *a balanced, stable colloidal suspension*, with a smooth, creamy consistency and a pleasant, mildly aromatic flavor. Parepectolin is compatible with antibiotics, and retains its uniform consistency and its good flavor.

Parepectolin; each fluid ounce—Paregoric (equivalent) 1.0 dram, Pectin 2.5 gr., Kaolin (specially purified) 85 gr. Bottles of 4 and 8 fluid ounces.

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FORM

# ESTOMUL<sup>TM</sup>

## IN ULCER THERAPY

ONE MEDICATION RELIEVES PAIN, INHIBITS EROSION,  
PROMOTES HEALING. UNIQUE IN SIMPLICITY,  
COMPLETENESS OF ACTION AND CONVENIENCE



*Only ONE prescription to write*

### INDICATIONS:

Peptic Ulcer:  
Duodenal      Marginal  
Gastric      Esophageal  
Hyperacidity and dyspepsia  
Heartburn  
Gastritis  
Alcoholic gastritis  
Gastroesophageal reflux  
Esophagitis (without stricture)  
Irritable bowel syndrome  
Congenital shortening of  
esophagus  
Chalasia of esophagus  
Hiatus hernia of esophagus  
Cardiospasm  
Functional pylorospasm

### DOSAGE:

Liquid and Tablets:  
1 or 2 tablespoons or 1 or 2  
tablets three times daily  
depending on severity of  
involvement.

### SIDE ACTIONS:

Doses in excess of 6 tablets or  
6 tablespoons daily may  
produce minor side actions  
such as dryness of the mouth  
or blurring of vision.

### CONTRAINDICATIONS:

ESTOMUL should not be used  
in patients with organic pyloric  
obstruction or achalasia of  
esophagus. Use with caution in  
patients with renal impairment  
or insufficiency. Relative  
contraindications for anti-  
cholinergic drugs are glaucoma  
and prostatic hypertrophy  
which may lead to urinary  
bladder obstruction.

### AVAILABILITY:

Tablets — Bottles of 100.  
Liquid — Bottle of 12 fluid oz.

CAUTION: Federal law prohibits  
dispensing without prescription.

- RELIEVES SPASM AND  
REDUCES MOTILITY
- RETARDS ACID  
PRODUCTION
- PROMPT REDUCTION  
OF PAIN
- RAPID AND PROLONGED  
NEUTRALIZATION OF  
GASTRIC HYDROCHLORIC  
ACID TO DESIRABLE  
pH LEVEL
- COATS AND PROTECTS  
GASTRIC MUCOSA
- INHIBITS EROSION OF  
MUCOSA

### FORMULATION

Each ESTOMUL TABLET contains:

orphenadrine HCl.....	25 mg.
[2-dimethylaminoethyl (2-methyl- benzhydryl) ether HCl]	
bismuth aluminate.....	25 mg.
magnesium oxide.....	45 mg.
aluminum hydroxide } co-precipitate.....	500 mg.
magnesium carbonate }	

- ANTICHOLINERGIC  
orphenadrine  
hydrochloride  
ANTISPASMODIC

### ANTISECRETORY

- TOPICAL ANESTHETIC  
orphenadrine  
hydrochloride
- ANTACID  
aluminum hydroxide-  
magnesium  
carbonate co-precipitate

- DEMULCENT  
bismuth aluminate

- ANTIPEPTIC  
bismuth aluminate

Each tablespoon (15 cc) ESTOMUL  
LIQUID contains:

orphenadrine HCl.....	25 mg.
[2-dimethylaminoethyl (2-methyl- benzhydryl) ether HCl]	
bismuth aluminate.....	50 mg.
aluminum hydroxide } co-precipitate.....	918 mg.
magnesium carbonate }	

RIKER LABORATORIES, INC., Northridge, California

■ A positive approach to investing in the months ahead is contained in our new six-page study, "A Positive Investment Policy."® It presents a penetrating analysis of the business and market outlook for 1962, bringing up to date a continuous study by our 84-member research team.

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A Positive Policy must balance the 1962 prospects against the 1962 problems which appear to be ahead for the major industries and their leading companies. Some of those which appear to offer the soundest values for investors are suggested in our six-page report...

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# 1962

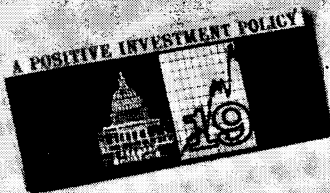
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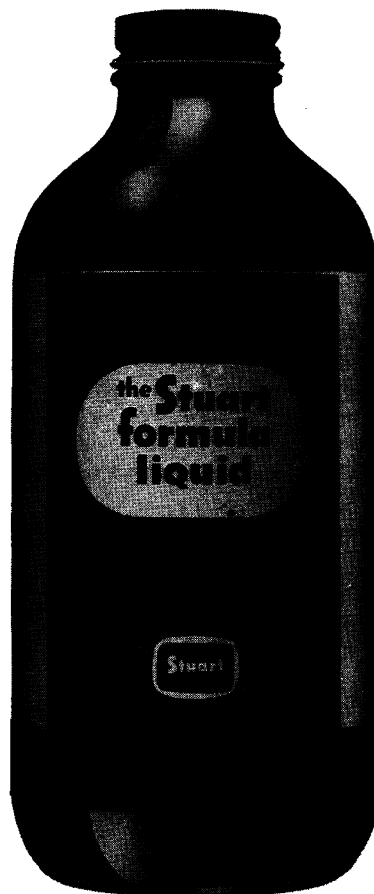
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(15 cc.) A—10,000 USP Units; D—1,000  
USP Units; E—0.3 I. U.; Complete  
Vitamin B Complex: B<sub>1</sub>—4 mg.; B<sub>2</sub>—4  
mg.; B<sub>6</sub>—0.2 mg.; Niacin and Niacin-  
amide—30 mg.; d-Panthenol—4.3 mg.;  
Malt—Supplies additional natural  
B Complex factors. Minerals: Iron—  
15 mg.; Iodine—0.15 mg.;  
Manganese—1 mg.

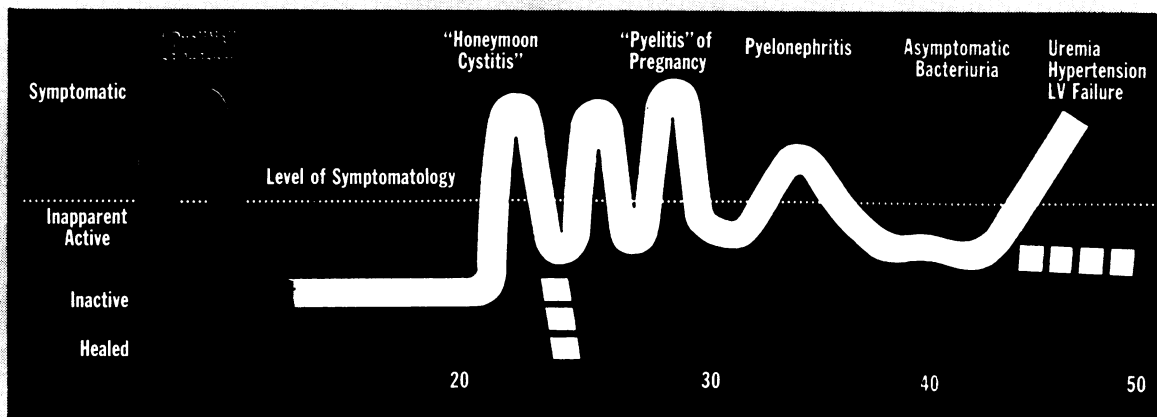
**STUART FORMULA® (TABLETS)**

One tablet contains: Vitamins: A—5,000  
USP Units; D—500 USP Units; C—50  
mg.; B<sub>1</sub>—2.5 mg.; B<sub>2</sub>—2.5 mg.; B<sub>6</sub>—0.5  
mg.; B<sub>12</sub> as lonex-12\*—1 mcg.; Niacin  
and Niacinamide—15 mg.; d-Calcium  
Pantothenate—5 mg.; E—0.15 U. I. Yeast  
and desiccated liver are added as  
sources of natural vitamin B Complex  
factors. \*Stuart's absorption-enhancing  
complex of vitamin B<sub>12</sub> (B<sub>12</sub> from  
cobalamin). Minerals: Calcium—100 mg.;  
Copper—0.375 mg.; Iodine—0.075 mg.;  
Iron—7.5 mg.; Magnesium—2.5 mg.;  
Manganese—0.5 mg.; Potassium—  
2.5 mg.; Zinc—0.15 mg.

**PROBEC®**

One tablet contains: Vitamins: C—250  
mg.; B<sub>1</sub>—15 mg.; B<sub>2</sub>—10 mg.; B<sub>6</sub>—5 mg.;  
B<sub>12</sub> as lonex-12\*—3 mcg.; Niacinamide  
—50 mg.; d-Calcium Pantothenate—10  
mg. Desiccated liver is added to this  
product as a source of natural vitamin  
B Complex factors. \*Stuart's absorption-  
enhancing complex of vitamin B<sub>12</sub> (B<sub>12</sub>  
from cobalamin).

# Natural History of Pyelonephritis



“... the theme that runs through the carefully taken history of most uremic patients with chronic pyelonephritis—the burning on urination of infancy, the chills and fever in childhood, the ‘honeymoon’ pyelitis, the recurrent urethritis treated so well and often locally—and yet the termination in uremia.”<sup>1</sup>

## in early childhood—“a potentially fatal warning sign”<sup>2</sup>

The *best* opportunity to eradicate urinary tract infection (and prevent potentially disastrous sequelae) is the *first* opportunity—in the infant and young child.

**Furadantin— for a “cure” instead of a “chronic”** In children “a prophylactic regimen of therapy is indicated. . . . The therapy could be compared to the prophylactic treatment of patients whose exacerbation of a rheumatic fever has been controlled.”<sup>3</sup> “Continuous prophylactic therapy with nitrofurantoin, at present, is our best modality for the treatment of chronic urinary tract infection.”<sup>4</sup>

**FURADANTIN DOSAGE FOR CHILDREN:** Average dose is 5 to 8 mg. per Kg. (2.3 to 3.6 mg. per lb.) in 4 divided doses daily. A prophylactic dosage of from 1 to 5 mg. per Kg. is recommended for long-term use.<sup>3</sup> After the infection has been controlled, urinalysis and culture at least twice a year are suggested.<sup>3</sup>

**SUPPLIED:** Oral Suspension, 25 mg. per 5 cc. tsp., readily miscible with water, infant formulas, milk or fruit juices. Tablets, 50 mg. and 100 mg.

**REFERENCES:** 1. Birchall, R.: *Am. Practit.* 11:918, 1960. 2. Stevenson, S. S.: *J. Louisiana Med. Soc.* 110:219, 1958. 3. Marshall, M., Jr.: *J. Kentucky Med. Assoc.* 59:35, 1961. 4. Johnson, S. H., III, and Marshall, M., Jr.: *J. Urol.* 82:162, 1959.

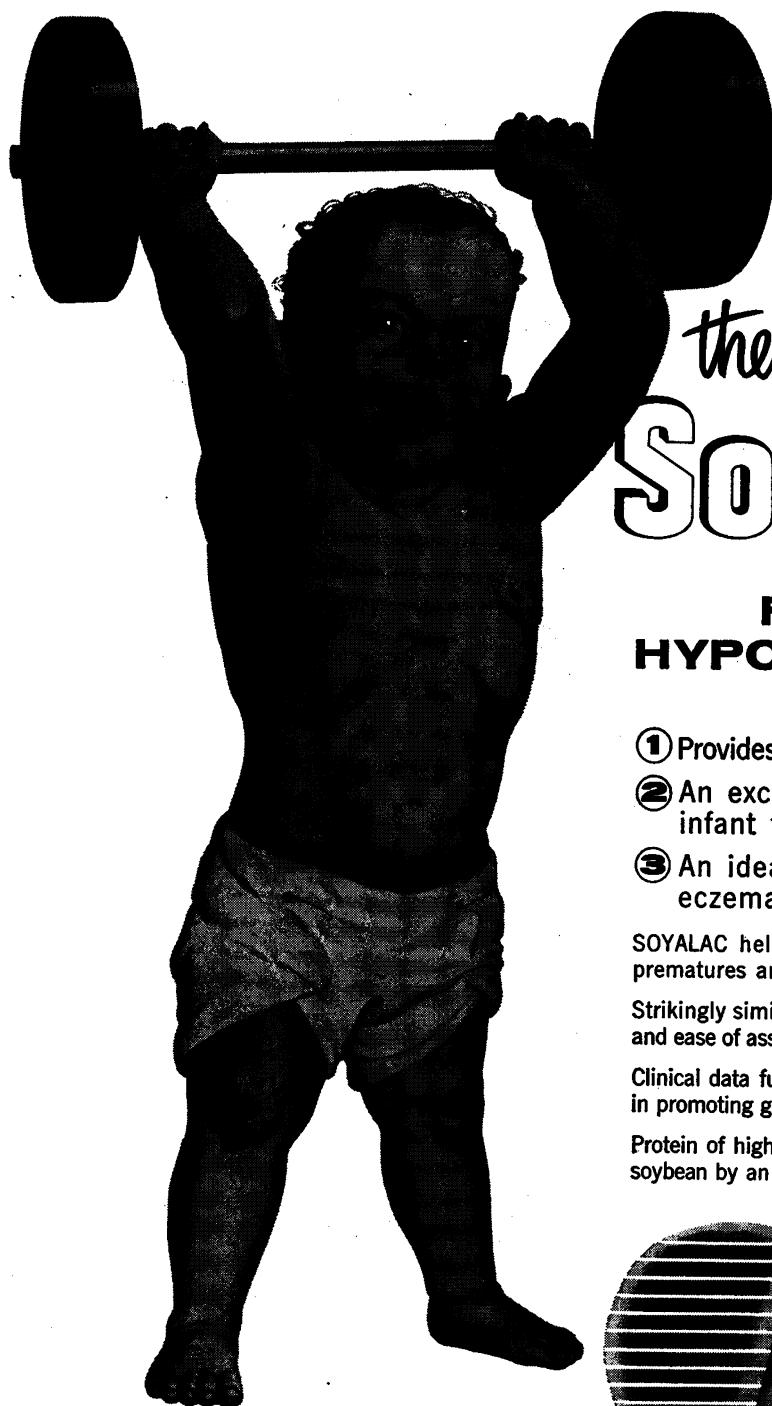
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throughout the urinary system  
at every age of life...  
at every stage of infection**

brand of nitrofurantoin



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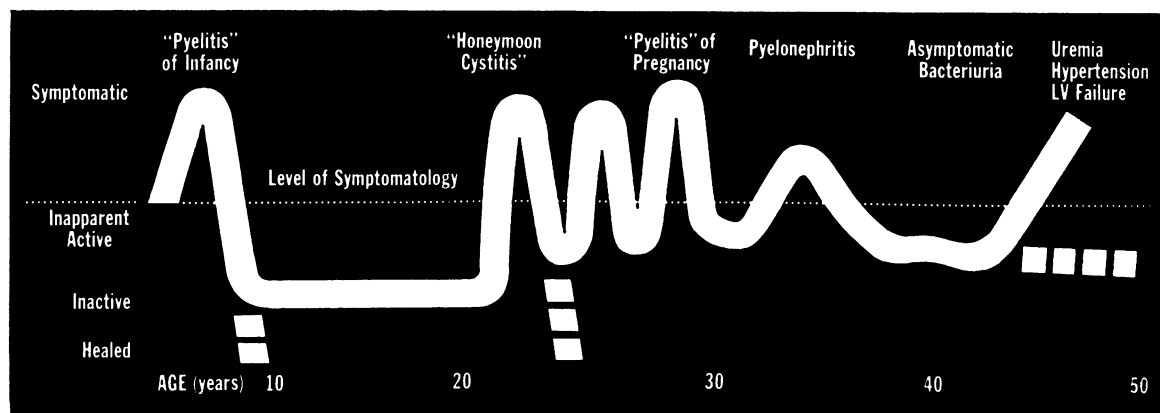


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# Natural History of Pyelonephritis



"... the theme that runs through the carefully taken history of most uremic patients with chronic pyelonephritis—the burning on urination of infancy, the chills and fever in childhood, the 'honeymoon' pyelitis, the recurrent urethritis treated so well and often locally—and yet the termination in uremia."<sup>1</sup>

## the child-bearing age—a second major stage for urinary tract infection

"The fact that the many cases of chronic and finally, lethal, upper urinary infections in women begin or recur during gestation is especially challenging."<sup>2</sup> "We now believe that all prepartum women should have one quantitative urine culture as part of their medical management."<sup>3</sup>

## Furadantin—when pregnancy initiates (or activates) urinary tract infection

In a study of 104 pregnant women with urinary tract infections: "FURADANTIN was highly effective in the treatment of these infections during all stages . . . and frequently offers the best chance of effecting a clinical cure."<sup>4</sup>

**FURADANTIN DOSAGE DURING PREGNANCY AND THE PUERPERIUM:** The average dose is one 100 mg. tablet 4 times daily, given with meals and with food or milk on retiring, to prevent nausea. For acute, uncomplicated infections, 50 mg. q.i.d. may be administered. If improvement does not occur in 2 or 3 days, increase dosage to 100 mg. q.i.d.

**SUPPLIED:** Tablets, 50 mg. and 100 mg. Oral Suspension, 25 mg. per 5 cc. tsp.

**REFERENCES:** 1. Birchall, R.: *Am. Practit.* 11:918, 1960. 2. Benson, R. C., and Mitchell, J. C.: *Clin. Obstet. Gynec.* 1:97, 1958. 3. Favour, C. B.: *Southern Med. J.* 54:848, 1961. 4. Nesbitt, R. E. L., Jr., and Young, J. E.: *Obstet. Gynec. (N. Y.)* 10:89, 1957.

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throughout the urinary system  
at every age of life...  
at every stage of infection**

brand of nitrofurantoin



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The clinical story of OBESTAT TY-MED is simplicity itself—

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### *In TY-MED form:*

A LEMMON-developed, improved "timed-release" compounding process, providing smooth therapeutic response from breakfast to supper with a single daily morning dose.

### *Advantage:*

OBESTAT TY-MED spares your patients the inconvenience of taking smaller amounts of its therapeutic ingredients in three or four daily divided doses. Your "forgetful" patients are more apt to adhere to a single-dose schedule, and prove more cooperative in following your dietary regimen and other measures.

### *Dosage:*

Most patients will show satisfactory weight-loss and appetite control with a single tablet daily, taken upon arising. The occasional patient will require two tablets.

**Important:** It must be noted that 150 mg. of thyroid in its usual form, ingested and absorbed in a short period of time, could cause thyroid intoxication in many patients. However, as constituted in OBESTAT TY-MED, all three active ingredients are released gradually and uniformly over a 10-12 hour period.

**Caution:** Federal law requires the customary warning that preparations containing any amphetamine or thyroid are contraindicated in cardiacs, hypertensives, diabetics or in hyperthyroidism.

**Supplied:** Bottles of 100 green and white tablets, on prescription only.

# L

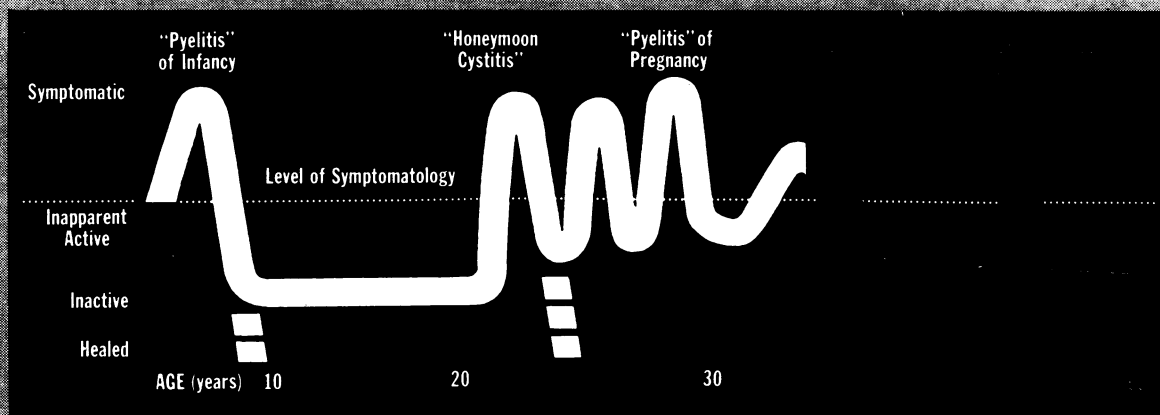
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# Natural History of Pyelonephritis



“... the theme that runs through the carefully taken history of most uremic patients with chronic pyelonephritis—the burning on urination of infancy, the chills and fever in childhood, the ‘honeymoon’ pyelitis, the recurrent urethritis treated so well and often locally—and yet the termination in uremia.”<sup>1</sup>

**during the middle and later years—relapse, reinfection, renal failure** “... the physician treating a patient with established chronic urinary tract infection faces a grave problem of management.”<sup>2</sup>

## Furadantin—to preserve function; to prolong life

“... certain patients with renal insufficiency derived measurable benefit from prolonged nitrofurantoin treatment; as infection was suppressed their renal function improved. This effect was sufficiently pronounced to be considered an important component of the management of uremia accompanying chronic pyelonephritis.”<sup>2</sup>

**FURADANTIN DOSAGE IN LONG-TERM THERAPY:** “With normal renal function, the dosage schedule of 50 mg. four times daily in adults gave urinary nitrofurantoin concentrations that usually exceeded 5 mg. per 100 mg. throughout the day. This level was thought to be sufficient, on the basis of bacterial sensitivity determinations.”<sup>3</sup> In refractory cases, 100 mg. q.i.d. daily is recommended.

**SUPPLIED:** Tablets, 50 mg. and 100 mg. Oral Suspension, 25 mg. per 5 cc. tsp.

**REFERENCES:** 1. Birchall, R.: *Am. Practit.* 11:918, 1960. 2. Jawetz, E., et al.: *A.M.A. Arch. Intern. Med.* 100:549, 1957. 3. Lippman, R. W., et al.: *J. Urol.* 80:77, 1958.

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**To cure or control infection  
throughout the urinary system  
at every age of life...  
at every stage of infection**

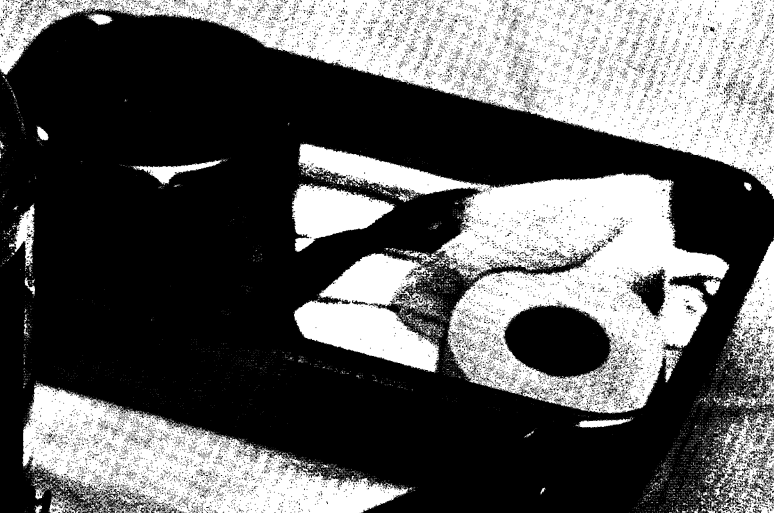
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MAINTENANCE  
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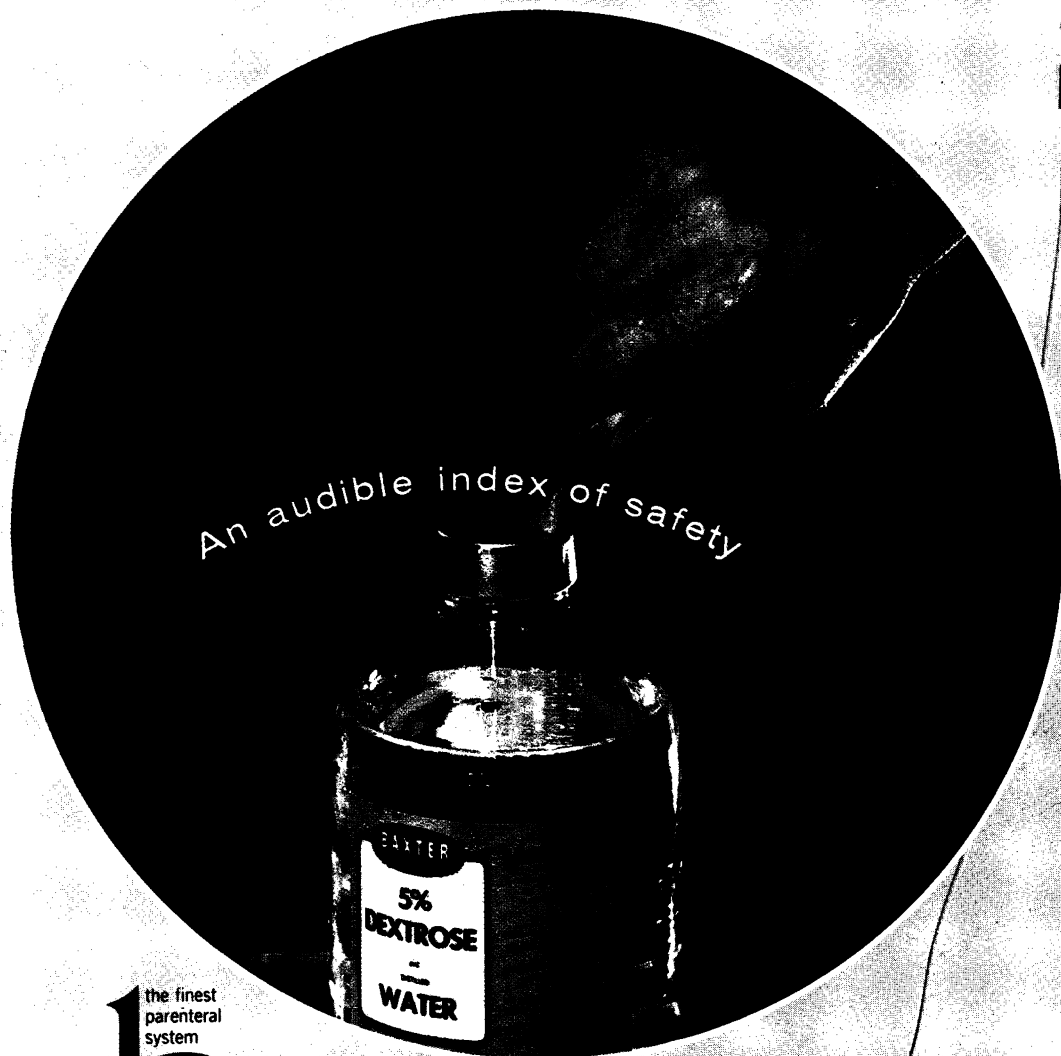
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Dextrose Gm.	Milliequivalents					Calories	mOsm
	Na <sup>+</sup>	K <sup>+</sup>	CL <sup>-</sup>	Lact <sup>-</sup>	HPO <sub>4</sub> <sup>=</sup>		
50	40	35	40	20	15	180	400

\*Bicarbonate precursor

*Border, J., Talbot, N., Terry, M., and Lincoln, G.: Use of Multiple Electrolyte Solution to Prevent Disturbances in Water and Electrolyte Metabolism. Metabolism 9:897-904 (October) 1960.*

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the finest  
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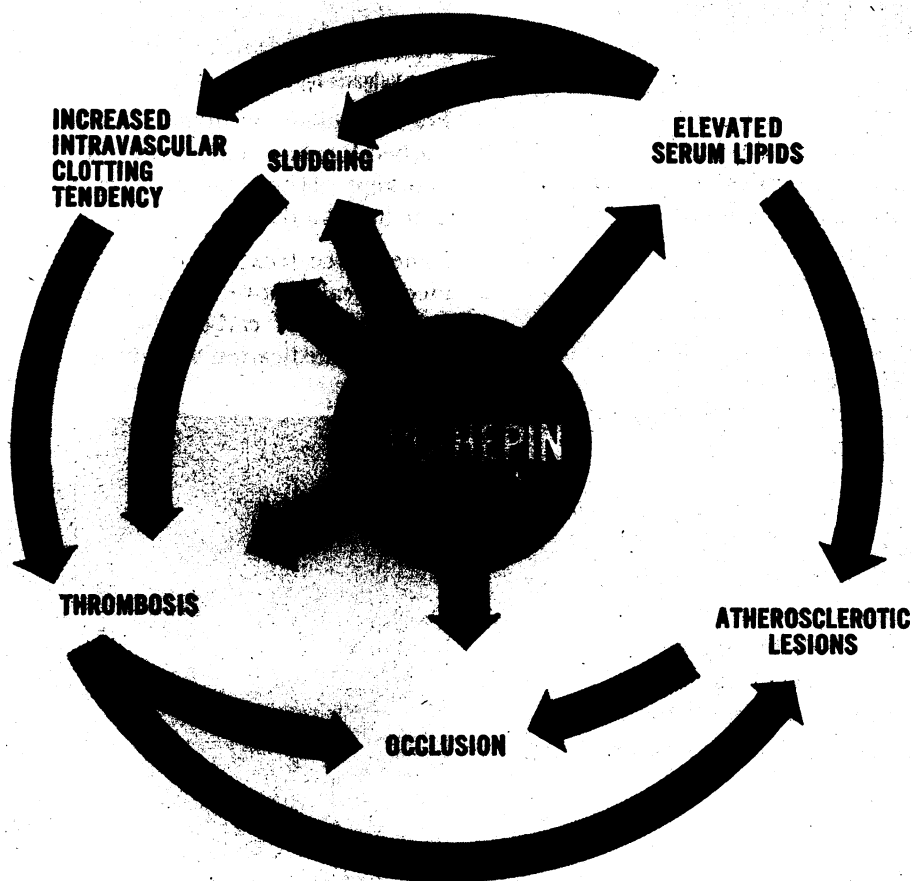


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is the only substance that protects against the organization and extension of thrombi by acting on both the clotting mechanism and on elevated lipid levels.

There is a growing body of evidence for inter-relationships among elevated serum lipids, atherosclerosis, hypercoagulability, and thrombosis.



## LIPO-HEPIN

HEPARIN SODIUM INJECTION, AQUEOUS



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# After 10 weeks of therapy— a clear skin, a new personality, a new world of fun and laughter

pHisoHex, used as a daily, exclusive wash, enhances any treatment for acne. Because it contains 3 per cent hexachlorophene, it supplies *continuous* antibacterial action to help combat the infection factor. pHisoHex cleanses better than soap because it is 40 per cent more surface-active.

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pHisoHex, in unbreakable squeeze bottles of 5 oz. and new plastic bottles of 1 pint; pHisoAc in 1½ oz. tubes.

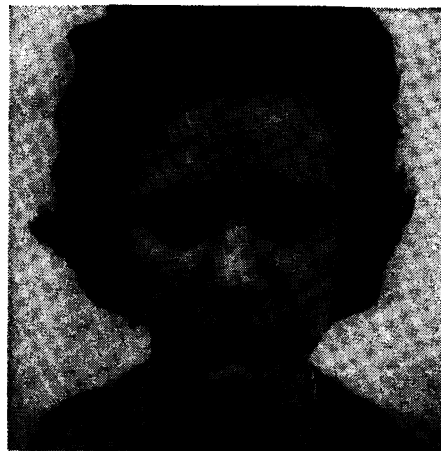
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antibacterial, nonalkaline, nonirritating,  
hypoallergenic detergent      keratolytic

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**Acne vulgaris before treatment**

For treatment at home, this patient washed her face daily with pHisoHex and kept pHisoAc on her face twenty-four hours a day.

Nine office treatments consisted of mechanical removal of blackheads and applications of carbon dioxide slush. No other medication was given.



**After 10 weeks of therapy**

(Coloidal sulfur 6 per cent, resorcinol 1.5 per cent, and hexachlorophene 0.3 per cent)

when the need  
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inject

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**COMPOCILLIN-VK**  
*offers the speed, the certainty,*  
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*of this...*



*with the safety*  
*and the convenience*  
*of this...*





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POTASSIUM PENICILLIN V

**B**ECAUSE potassium penicillin V (Compo-cillin-VK) offers excellent absorption<sup>1,2,3,4</sup>—fast, predictable levels of antibacterial activity enter the blood stream and quickly reach the site of infection. *Absorption takes place high in the digestive tract and is virtually unaffected by gastric media.*

Antibacterial levels are so predictable that, in some cases, *Compocillin-VK may be prescribed in place of injectable penicillin.* This is especially appreciated by younger patients and—as you know—oral administration is considered far safer than injectable.

Compocillin-VK is well tolerated and may be used in treating mild, severe, and in high dosage ranges, even critical cases involving penicillin-sensitive organisms. It comes in stable, palatable forms for every patient—every age.

There are tiny, easy-to-swallow Filmtab® tablets—125 mg. and 250 mg. (200,000 units and 400,000 units), a tasty, cherry-flavored suspension (each 5-ml. teaspoonful contains 125 mg.) and two combinations (Filmtab and suspension) with the triple sulfas. Depending on severity of infection, dosage for Compocillin-VK is usually 125 mg. or 250 mg. three times a day. Won't you try Compocillin-VK?

1. R. Lamb and E. S. Maclean, Penicillin V—A Clinical Assessment After One Year, *Brit. M. J.*, July 27, 1957, p. 191-193. 2. J. I. Burn, M. P. Curwen, R. G. Huntsman and R. A. Shooter, A Trial of Penicillin V, *Brit. M. J.*, July 27, 1957, p. 193. 3. J. Macleod, Current Therapeutics, *The Practitioner*, 178:486, April, 1957. 4. W. J. Martin, D. R. Nichols and F. R. Heilman, Observations on Clinical Use of Phenoxymethyl Penicillin (Penicillin V), *J.A.M.A.*, p. 928, March 17, 1956.



# CONSISTENTLY SUCCESSFUL IN RELIEVING DRY, ITCHY SKIN

# Sardo®

BATH OIL

**STUDY 1** Spoor, H. J.: N. Y.  
State J.M. 58:3292, 1958.

satisfactory results in **88%** of cases

**comments:** "In practically every instance...  
the patients experienced relief  
from dryness and pruritus."

**STUDY 2** Lubowe, I. I.:  
Western Med. 1:45, 1960.

satisfactory results in **94%** of cases

**comments:** Sardo "reduced inflammation,  
itching, irritation, and other  
discomfort..."

**STUDY 3** Weisberg, G.:  
Clin. Med. 7:1161, 1960.

satisfactory results in **91%** of cases

**comments:** "Scaling disappeared, and...  
the skin became softer and  
smoother..." with Sardo.

## INDICATIONS

eczematoid dermatitis  
atopic dermatitis  
senile pruritus  
contact dermatitis  
nummular dermatitis  
neurodermatitis  
soap dermatitis  
ichthyosis

**SARDO IN THE BATH** releases millions of microfine water-miscible globules\* which act to (a) lubricate and soften skin, (b) replenish natural emollient oil, (c) prevent excessive evaporation of essential moisture.

Patients appreciate pleasant, convenient SARDO.

Non-sticky, non-sensitizing, economical. Bottles of 4, 8 and 16 oz.

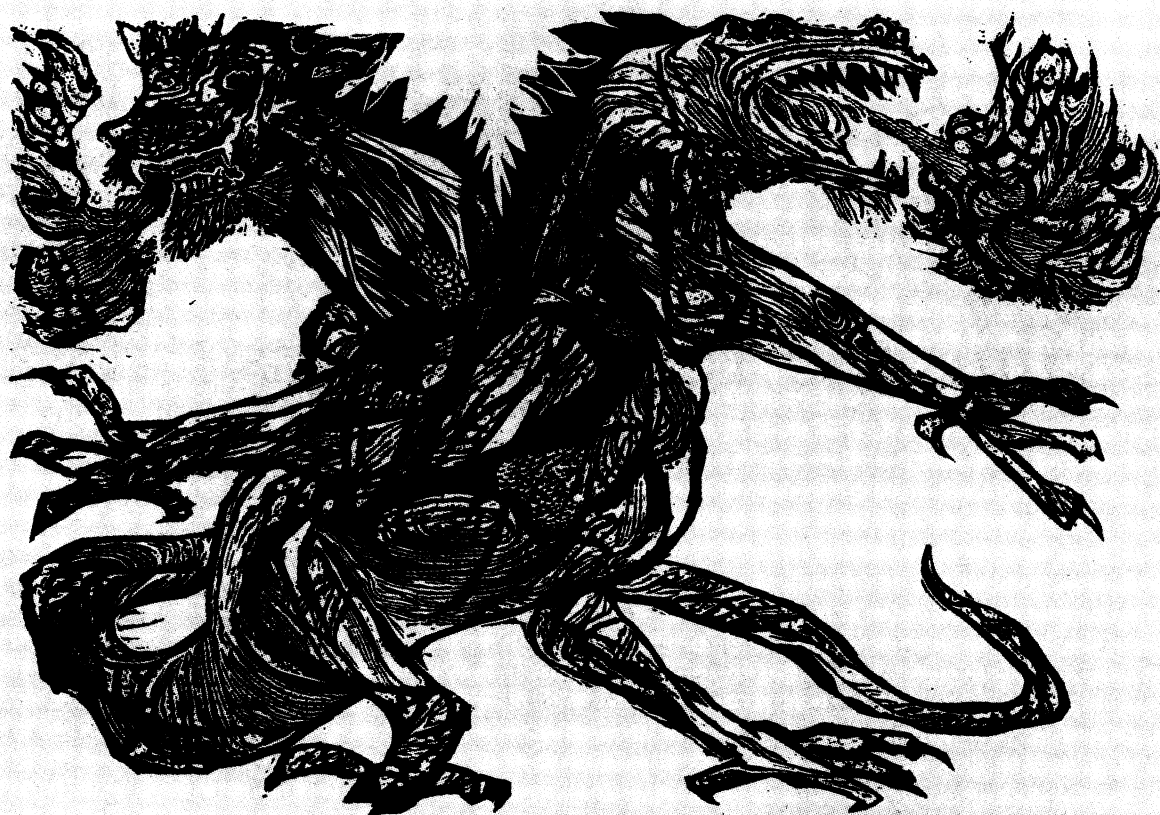
SARDO consists of oils and various esters of specially selected organic acids having a chain length of c14 and 16 in combination with non-irritating surface active agents to provide colloidal dispersion of the lipophilic phase. Fragrance consists of natural essential oils, isolates, and aromatic chemicals.

for samples and literature, please write ...

SARDEAU, INC. 75 East 55th Street, New York 22, N. Y.\*Patent Pending, T.M. © 1961



When  
severe pain accompanies  
skeletal muscle spasm  
ease both 'pain & spasm'



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ROBAXIN® with Aspirin

A dual-acting skeletal muscle relaxant-analgesic, combining the clinically proven relaxant action of ROBAXIN with the time-tested pain relieving action of aspirin.

Each ROBAXISAL Tablet contains:

ROBAXIN (methocarbamol Robins) 400 mg.      Acetylsalicylic acid (5 gr.) ..... 325 mg.

U.S. Pat. No. 2770649

Supply: Bottles of 100 and 500 pink-and-white laminated tablets.

Or ROBAXISAL®-PH (ROBAXIN with Phenaphen®) — when anxiety is associated with painful skeletal muscle spasm.

Each ROBAXISAL-PH Tablet contains:

ROBAXIN (methocarbamol Robins) 400 mg.      Acetylsalicylic acid ..... 81 mg.  
Phenacetin 97 mg.      Hyoscyamine sulfate 0.016 mg.      Phenobarbital (1/8 gr.) 8.1 mg.

Supply: Bottles of 100 and 500 green-and-white laminated tablets.

A. H. ROBINS CO., INC., Richmond 20, Virginia

*Making today's medicines with integrity... seeking tomorrow's with persistence.*



## Calms the Tense, Nervous Patient in anxiety and depression

The outstanding effectiveness and safety with which Miltown calms tension and nervousness has been clinically authenticated by thousands of physicians during the past six years. This, undoubtedly, is one reason why meprobamate is still the most widely prescribed tranquilizer in the world.

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meprobamate (Wallace)

**Usual dosage:** One or two 400 mg. tablets t.i.d.

**Supplied:** 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50. Also as MEPROTABS®—400 mg. *unmarked*, coated tablets; and in *retarded-release* capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg. meprobamate).



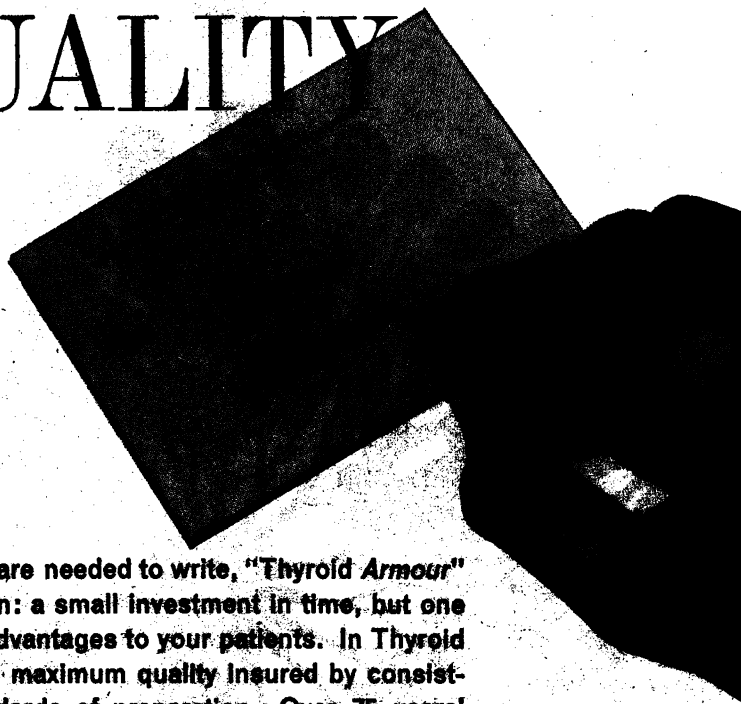
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Clinically proven  
in over 750  
published studies

- 1 Acts dependably —  
without causing ataxia or  
altering sexual function.
- 2 Does not produce  
Parkinson-like symptoms,  
liver damage or  
agranulocytosis
- 3 Does not muddle  
the mind or affect  
normal behavior

# only 2 seconds to specify maximum QUALITY



Only 2 seconds are needed to write, "Thyroid Armour" on a prescription: a small investment in time, but one that offers big advantages to your patients. In Thyroid Armour you get maximum quality insured by consistently high standards of preparation. Over 75 years' experience is behind the Armour brand.

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Thyroid Tablets (Armour) are prepared from fresh selected glands, desiccated and standardized by official U.S.P. method to contain 0.2 per cent of iodine in thyroid combination. Thyroid Powder U.S.P. (Armour) is standardized and of uniform potency. **USES:** Thyroid deficiencies, cretinism, myxedema, nodular goiter (thyrotoxic), non-nodular goiter. A variety of clinical conditions will respond to the use of Thyroid (Armour) when subclinical hypothyroidism is involved. **DOSAGE:**  $\frac{1}{4}$  to 5 grains daily as required by clinical condition. Therapeutic effect develops slowly and lasts for two months or longer. Thus the daily dose may be given as a single dose (preferably in the morning) rather than several times daily. Patients treated with thyroid should be continuously under the physician's observation. **CONTRAINDICATIONS:** Heart disease and hypertension, unless the metabolic rate is low. **SUPPLIED:** Tablets—bottles of 100, 1000 and larger; potencies of  $\frac{1}{4}$ ,  $\frac{1}{2}$ , 1, 2 and 5 grains. Powder—4 oz., 4 oz. and 1 lb. bottles.



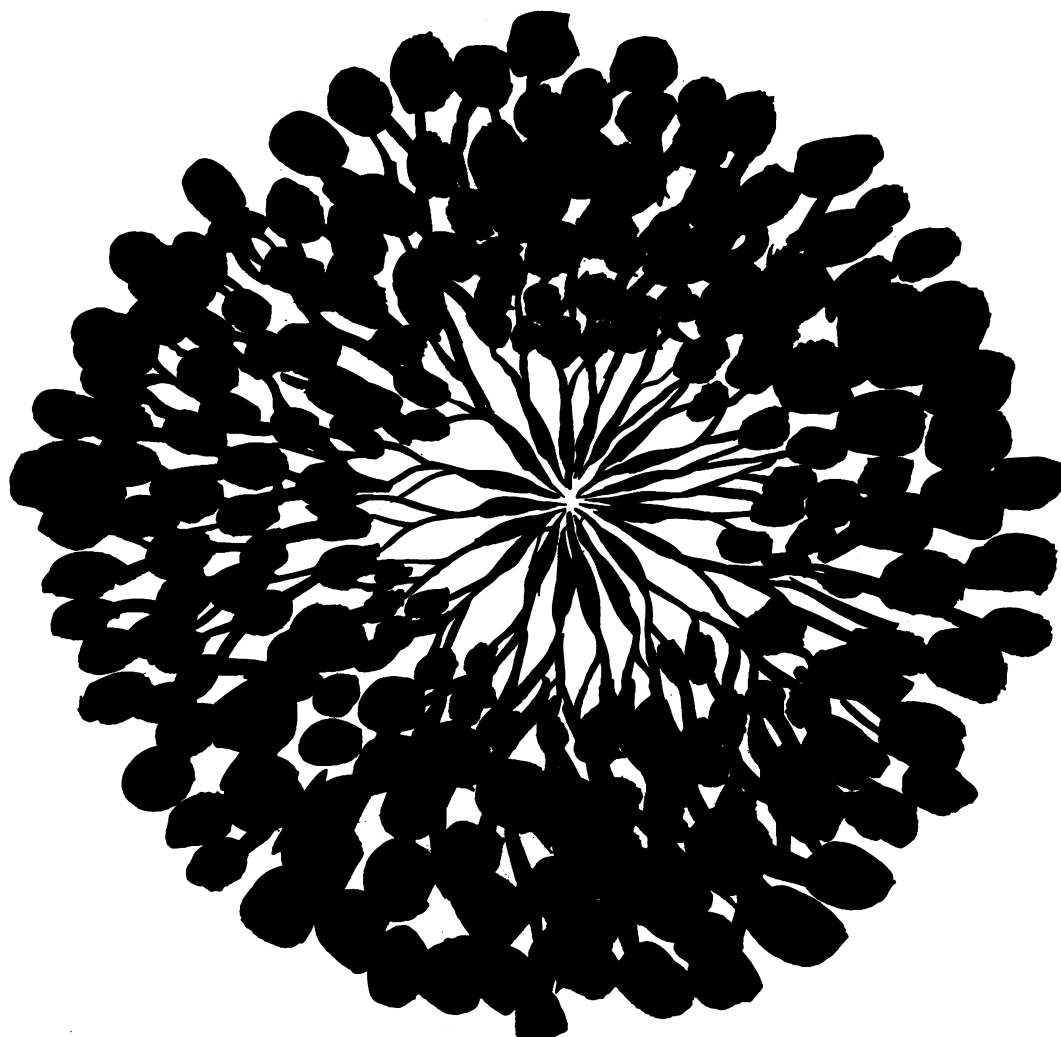
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KANKAKEE, ILLINOIS • *Originators of Listica®*

# DELADUMONE® 2X

Squibb Testosterone Enanthate and Estradiol Valerate

**PREVENTS LACTATION AND BREAST ENGORGEMENT** / just one injection at the end of the first stage of labor / optimally balanced, long-acting combination of gonadal steroids for easy injection through small-gauge needle because of low viscosity / virtually eliminates need for analgesics<sup>1</sup> / essentially eliminates withdrawal reaction and secondary breast engorgement sometimes associated with oral medication<sup>1</sup> / does not affect involution of uterus or restoration of normal ovarian function<sup>2</sup>.

SQUIBB  *Squibb Quality—the Priceless Ingredient*  
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Supply: Each cc. of Deladumone 2X provides 180 mg. testosterone enanthate and 8 mg. estradiol valerate dissolved in sesame oil. Vials of 2 cc. Dosage: 2 cc. given as a single intramuscular injection preferably at the end of the first stage of labor or else immediately upon delivery. For full information see your Squibb Product Reference or Product Brief. References: 1. Watrous, J. B., Jr., et al.: J.A.M.A. 169: 246 (Jan. 17) 1959. 2. Lo Presto, B., and Caypinar, E. Y.: J.A.M.A. 169: 250 (Jan. 17) 1959.



**THESE 600,000  
PEOPLE IN  
CALIFORNIA NEED  
MEDICAL HELP**

Heart disease, cancer, mental illness — everyone knows the nation's three major medical problems. Do you know that alcoholism ranks fourth? In the state of California there are at least 600,000 alcoholics. These people need medical help. No one is in a better position to initiate and supervise a program of rehabilitation than the physician who enjoys the confidence of the patient or the patient's family.

## **ONE FOR THE ROAD BACK: LIBRIUM**

**AN IMPORTANT AID IN THE TREATMENT AND  
REHABILITATION OF THE PROBLEM DRINKER**

During and after an acute alcoholic episode, Librium relieves anxiety, agitation and hyperactivity, induces restful sleep, stimulates appetite and helps to control withdrawal symptoms. The complications of chronic alcoholism, including hallucinations and delirium tremens, can often be alleviated with Librium.

During the rehabilitation period, Librium makes the patient more accessible, strengthening the physician-patient relationship. Librium therapy helps to reduce the patient's need for alcohol by affording a constructive approach to his underlying personality disorders.

Consult literature and dosage information, available on request, before prescribing.

**Packaging:** Capsules, 5 mg, green and yellow—bottles of 50 and 500; 10 mg, green and black—bottles of 50 and 500; 25 mg, green and white—bottles of 50, 500 and 5000.

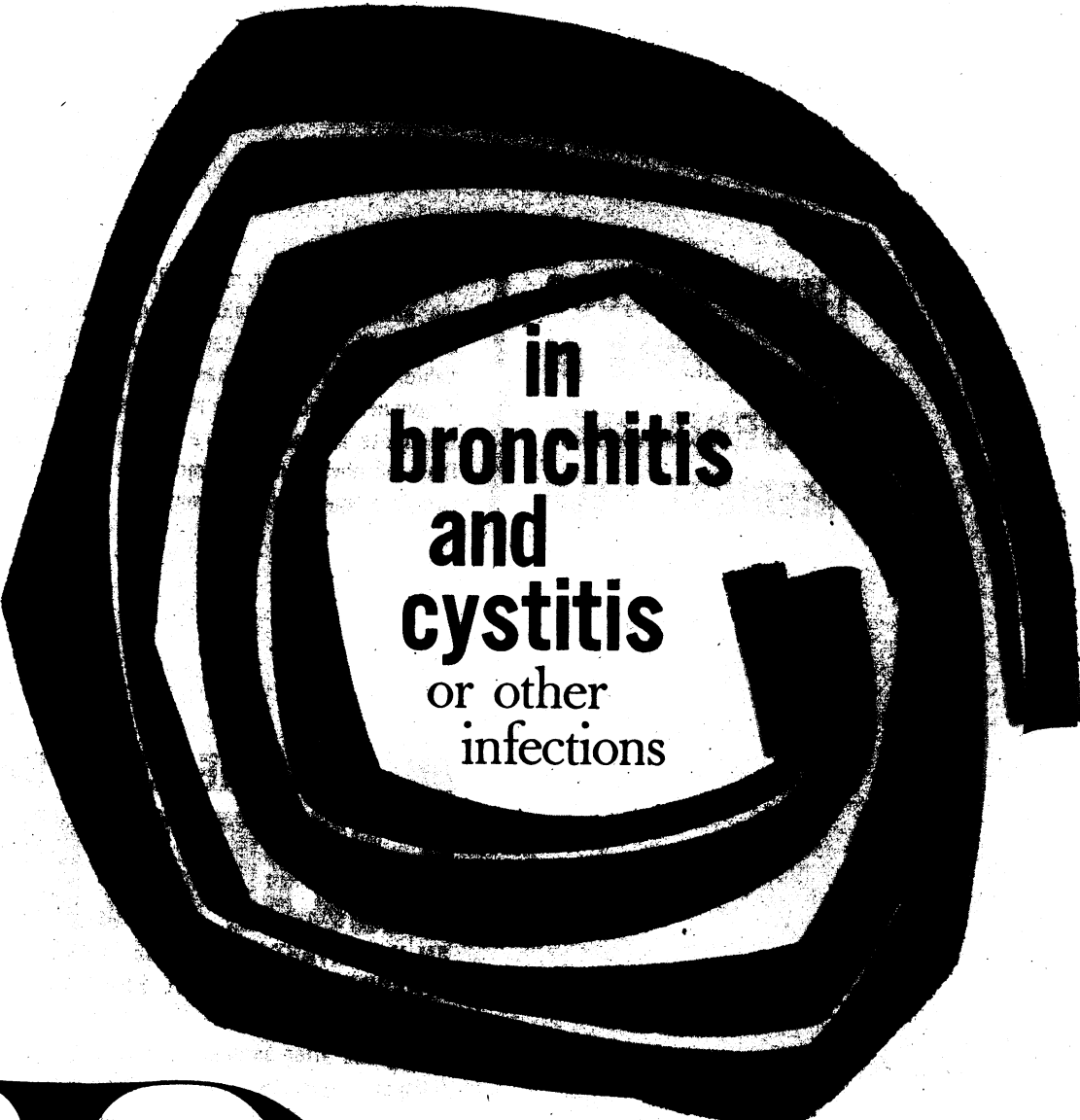
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LABORATORIES Division of Hoffmann-La Roche Inc.

LIBRIUM® Hydrochloride—7-chloro-2-methylamino-5-phenyl-3H-1,4-benzodiazepine 4-oxide hydrochloride



in  
bronchitis  
and  
cystitis  
or other  
infections

# DECLO

antibiotic therapy with

**CAPSULES**, 150 mg., 75 mg. *Dosage:* Average infections—150 mg. four times daily. Severe infections—Initial dose of 300 mg., then 150 mg. every six hours.

**PEDIATRIC DROPS**, 60 mg./cc. in 10 cc. bottle with calibrated, plastic dropper. *Dosage:* 1 to 2 drops (3 to 6 mg.) per pound body weight per day—divided into four doses.

**SYRUP**, 75 mg./5 cc. teaspoonful (cherry-flavored). *Dosage:* 3 to 6 mg. per pound body weight per day—divided into four doses.

**PRECAUTIONS**—As with other antibiotics, DECLOMYCIN may occasionally give rise to glossitis, stomatitis, proctitis, nausea, diarrhea, vaginitis or dermatitis. A photodynamic reaction to sunlight has been observed in a few patients on DECLOMYCIN. Although reversible by discontinuing therapy, patients should avoid exposure to intense sunlight. If adverse reaction or idiosyncrasy occurs, discontinue medication.

Overgrowth of nonsusceptible organisms is a possibility with DECLOMYCIN, as with other antibiotics, and demands that the patient be kept under constant observation.

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York

an added measure of protection

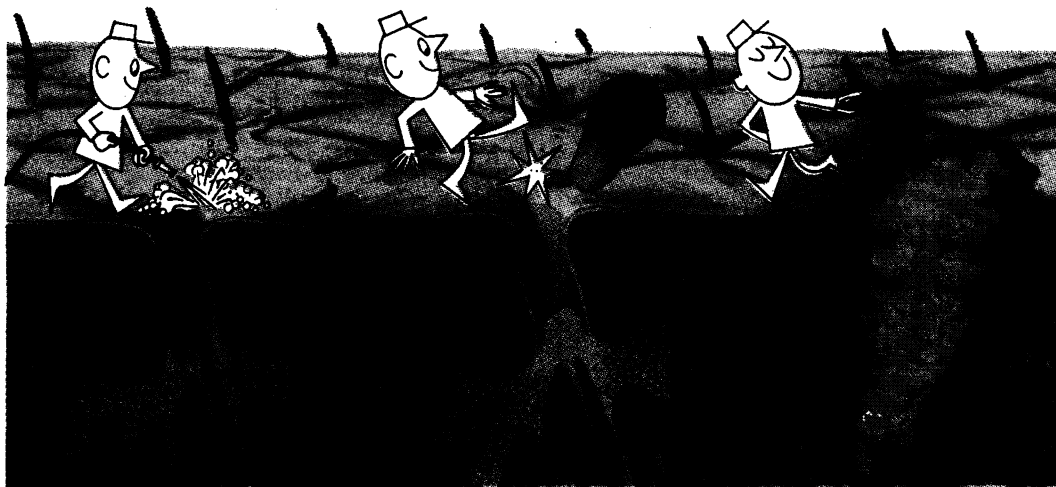
**MYCIN<sup>®</sup>**

DEMETHYLCHLORTETRACYCLINE LEDERLE

**against relapse**—up to 6 days' activity on 4 days' dosage

**against secondary infection**—sustained high activity levels

**against "problem" pathogens**—positive broad-spectrum antibiosis



# **Fostex® treats pimples·blackheads·acne while they wash**

**degreases the skin  
helps remove blackheads  
dries and peels the skin**

Patients like Fostex because it's so easy to use. Instead of using soap, they simply wash acne skin with Fostex Cream or Fostex Cake 2 to 4 times daily.

Fostex contains: Sebulytic® base (unique, penetrating, surface-active combination of soapless cleansers and wetting agents\*) with remarkable antiseborrheic, keratolytic and antibacterial actions . . . enhanced by micropulverized sulfur 2%, salicylic acid 2% and hexachlorophene 1%.

\*sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate and sodium dioctyl sulfosuccinate.

Fostex Cream and Fostex Cake are interchangeable for therapeutic washing of the skin. Fostex Cream is approximately twice as drying as Fostex Cake. Supplied: Fostex Cake—bar form. Fostex Cream—4.5 oz. jars. Also used as a therapeutic shampoo in dandruff and oily scalp.

And . . . since continuous 24-hour drying and peeling of acne skin is essential, FOSTRIL (a new, flesh-tinted drying lotion) should be used once or twice daily in addition to Fostex therapeutic washings. Fostril® contains Liposec® (polyoxyethylene lauryl ether), a new, surface-active drying agent used for the first time in acne treatment. This agent, with 2% micropulverized sulfur and a zinc oxide, talc and bentonite base, provides Fostril with excellent drying properties. Fostril also contains 1% hexachlorophene.

Available: Fostril, 1½ oz. tubes. Fostril-HC (¼% hydrocortisone) 25 gm. tubes.

**WESTWOOD PHARMACEUTICALS**

**• Buffalo 13, New York**

Increasingly...  
the  
trend is to

**Terramycin<sup>®</sup>**  
OXYTETRACYCLINE WITH GLUCOSAMINE

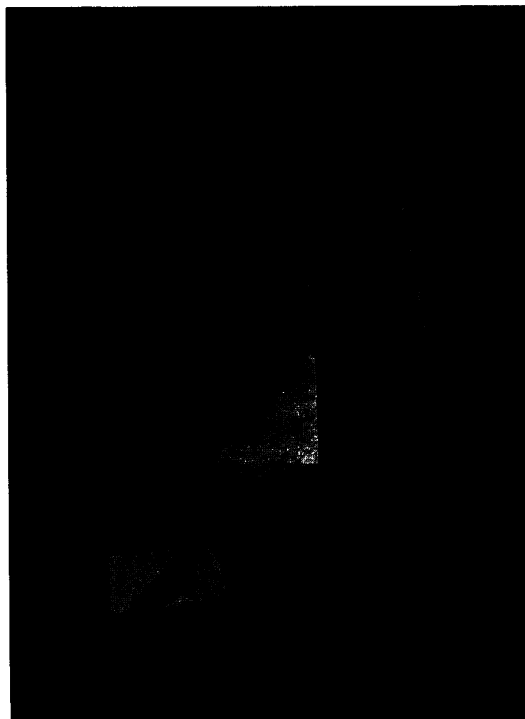
confirmed dependability in sinusitis is just one reason why



According to a recent report\* on the effectiveness of Terramycin in 106 cases of upper respiratory tract infection: "The response in sinusitis was particularly gratifying, as both acute and chronic cases were controlled within an average of five days."

"It was the impression of the hospital staff that oxytetracycline [Terramycin] was not only better tolerated, but more effective than other antibiotics habitually used."

The results reported in this and many other studies confirm the vitality of Terramycin for broad-spectrum antibiotic therapy and demonstrate why—increasingly—the trend is to Terramycin.



## In brief

The dependability of Terramycin in daily practice is based on its broad range of antimicrobial effectiveness, excellent toleration, and low order of toxicity. As with other broad-spectrum antibiotics, overgrowth of nonsusceptible organisms may develop. If this occurs, discontinue the medication and institute appropriate specific therapy as indicated by susceptibility testing. Glossitis and allergic reactions to Terramycin are rare. Aluminum hydroxide gel may decrease antibiotic absorption and is contraindicated.

*More detailed professional information available on request.*

another reason why the trend is to Terramycin—*versatility of dosage form:*

### **TERRAMYCIN** Syrup/Pediatric Drops

125 mg. per tsp. and 5 mg. per drop (100 mg./cc.), respectively—deliciously fruit-flavored aqueous forms . . . preconstituted for ready oral administration

### **TERRAMYCIN** Intramuscular Solution

50 mg./cc. in 10 cc. vials; 100 mg. and 250 mg. in 2 cc. ampules—the broad-spectrum antibiotic for immediate intramuscular injection . . . conveniently preconstituted . . . notably well tolerated at injection site with low tissue reaction compared to other broad-spectrum antibiotics

# Terramycin®

OXYTETRACYCLINE WITH GLUCOSAMINE

**CAPSULES** 250 mg. and 125 mg. per capsule

*convenient initial or maintenance therapy  
in adults and older children*

Science for the world's well-being®

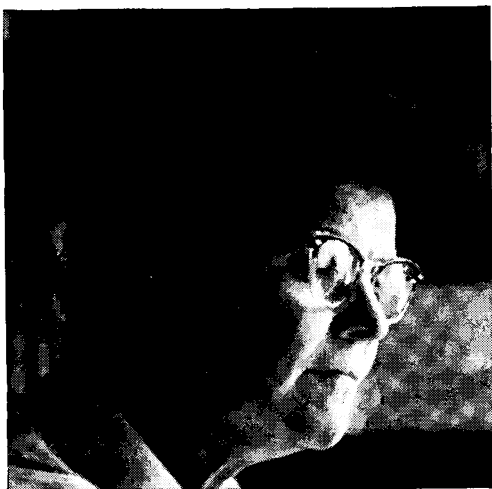


PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc.  
New York 17, N. Y.

\*Jacques, A. A., and Fuchs, V. H.: J. Louisiana M. Soc. 113:200, May, 1961.



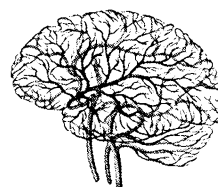
✓ from mental confusion to ..... the right frame of mind



✓ continuous, 24-hour cerebral oxygenation for the aging patient. By stimulating respiratory and circulatory function, GERONIAZOL TT\* relieves mental confusion, depression, anxiety, and emotional instability—frequent problems in patients after forty—due to presenile changes in the vasculature of the brain. Notable benefit usually is seen within one to three weeks of therapy. It improves appetite, sleep pattern, and outlook—and GERONIAZOL TT\* is non-hypertensive, non-excitatory.

Neither a tranquilizer nor a psychic energizer, GERONIAZOL TT\* provides a physiologic stimulation of the cerebrum to permit the patient to adjust to his surroundings, become part of life itself again—and *attain the right frame of mind.*

References: 1. Curran, T. R., and Phelps, D. K.: Am. Pract. & Dig. Treat. 11: 617, 1960.  
2. Levy, S.: J.A.M.A. 153: 1260, 1953. 3. Connolly, R.: W. Va. Med. J. 56: 263, 1960.



Each TEMPOTROL contains: Pentylenetetrazol, 300 mg.; and Nicotinic Acid, 150 mg.

Indications: Respiratory and circulatory stimulant for the aged and debilitated with symptoms of mental confusion, depression, anxiety or arteriosclerotic psychosis.

Contraindications: None known in recommended dosage.

Dosage: One GERONIAZOL TT\* tablet, b.i.d.

Supplied: Bottles of 42 tablets (3 weeks' treatment).

**GERONIAZOL TT\***  
\*TEMPOTROL® (Time Controlled Therapy)



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# why does this diet work when the others fail?



Because the SEGO DIET PLAN from Pet Milk Company has unique advantages ordinary diets lack:

**BUILT-IN ENCOURAGEMENT  
FREQUENT REWARDS  
GRATIFYING RESULTS**

The plan begins with new SEGO Liquid Diet Food — the improved liquid with:

**SUPERIOR FLAVOR  
10% MORE PROTEIN  
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INCREASED SATIETY**

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Copr., 1961, Pet Milk Co.

For _____		Present Weight _____		Desired Weight _____		Date _____	
		Lbs.		Lbs.			

**blood pressure approaches normal  
more readily, more safely....simply  
with  
Salutensin<sup>®</sup>**  
(hydroflumethiazide, reserpine, protoveratrine A—antihypertensive formulation)

**Early, efficient reduction of blood pressure.** Only Salutensin combines the advantages of protoveratrine A ("the most physiologic, hemodynamic reversal of hypertension"<sup>1</sup>) with the basic benefits of thiazide-rauwolfia therapy. The potentiating/additive effects of these agents<sup>2-8</sup> provide increased antihypertensive control at dosage levels which reduce the incidence and severity of unwanted effects.

Salutensin combines Saluron<sup>®</sup> (hydroflumethiazide), a more effective 'dry weight' diuretic which produces up to 60% greater excretion of sodium than does chlorothiazide<sup>9</sup>; reserpine, to block excessive pressor responses and relieve anxiety; and protoveratrine A, which relieves arteriolar constriction and reduces peripheral resistance through its action on the blood pressure reflex receptors in the carotid sinus.

**Added advantages for long-term or difficult patients.** Salutensin will reduce blood pressure (both systolic and diastolic) to normal or near-normal levels, and maintain it there, in the great majority of cases. Patients on thiazide/rauwolfia therapy often experience further improvement when transferred to Salutensin. Further, therapy with Salutensin is both economical and convenient.

**Each Salutensin tablet contains:** 50 mg. Saluron<sup>®</sup> (hydroflumethiazide), 0.125 mg. reserpine, and 0.2 mg. protoveratrine A. See Official Package Circular for complete information on dosage, side effects and precautions.

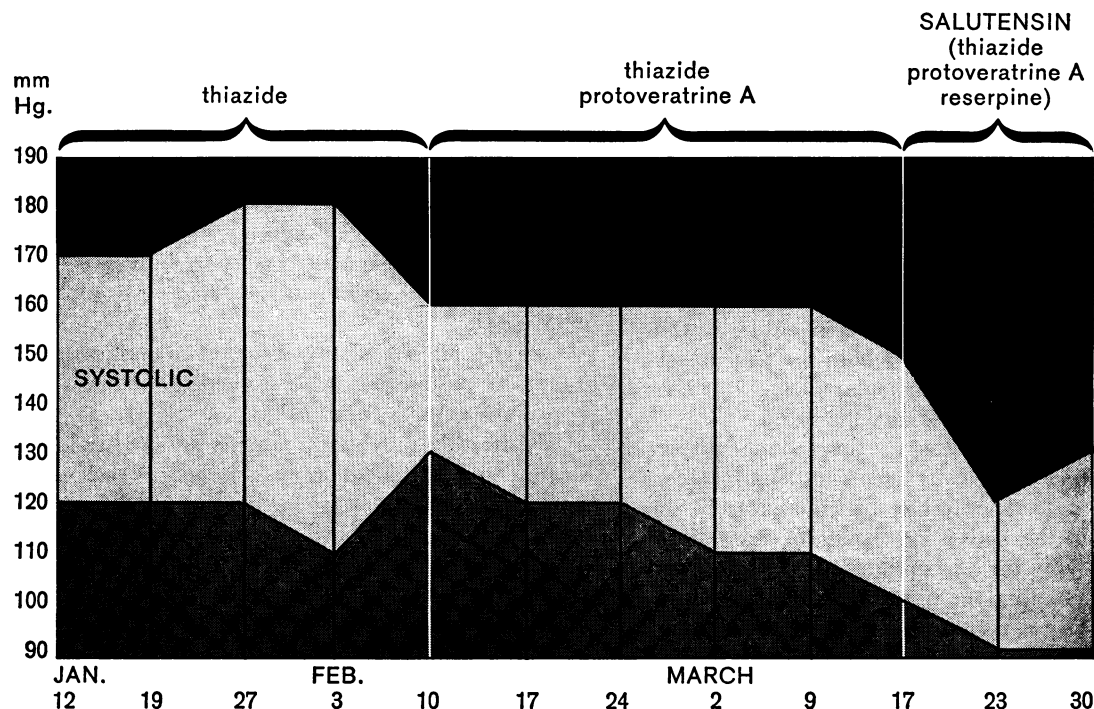
**Supplied:** Bottles of 60 scored tablets.

**References:** 1. Fries, E. D.: In Hypertension, ed. by J. H. Moyer, Saunders, Phila., 1959 p. 123. 2. Fries, E. D.: South M. J. 51:1281 (Oct.) 1958. 3. Finnerty, F. A. and Buchholz, J. H.: GP 17:95 (Feb.) 1958. 4. Gill, R. J., et al.: Am. Pract. & Digest Treat. 11:1007 (Dec.) 1960. 5. Brest, A. N. and Moyer, J. H.: J. South Carolina M. A. 56:171 (May) 1960. 6. Wilkins R. W.: Postgrad. Med. 26:59 (July) 1959. 7. Gifford, R. W., Jr.: Read at the Hahnemann Symp. on Hypertension, Phila. Dec. 8 to 13, 1958. 8. Fries, E. D., et al.: J. A. M. A. 166:137 (Jan. 11) 1958. 9. Ford, R. V. and Nickell, J.: Ant. Med. & Clin. Ther. 6:461, 1959.

**all the antihypertensive benefits of thiazide-rauwolfia therapy plus the specific, physiologic vasodilation of protoveratrine A**

# 11 WEEKS TO LOWER BLOOD PRESSURE TO DESIRED LEVELS BY SERIAL ADDITION OF THE INGREDIENTS IN SALUTENSIN IN A TEST CASE

(Adapted from Spiotta, E. J.: Report to Department of Clinical Investigation, Bristol Laboratories)



## 3½ WEEKS TO LOWER BLOOD PRESSURE TO DESIRED LEVELS USING SALUTENSIN FROM THE START OF THERAPY IN A "DOUBLE BLIND" CROSSOVER STUDY

Mean Blood Pressures—Systolic (S) and Diastolic (D)



In this "double blind" crossover study of 45 patients, the mean systolic and diastolic blood pressures were essentially unchanged or rose during placebo administration, and decreased markedly during the 25 days of Salutensin therapy. (Smith, C. W.: Report to Department of Clinical Investigation, Bristol Laboratories.)

BRISTOL LABORATORIES/Div. of Bristol-Myers Co., Syracuse, N.Y.





**when you can run  
an ECG or BMR in the next room . . .**



. . . you have *all* the advantages and conveniences of these two diagnostic facilities at your fingertips. Immediate availability of data, firsthand knowledge and control of conditions at the time of the test, and time saved because "outside arrangements" needn't be made, are but a few of the advantages of owning your own electrocardiograph and metabolism tester.

Popular with a great many of your colleagues the world over are two Sanborn® instruments that can give you these diagnostic facilities "in the next room": the 100M "Mobile Viso"® cardiograph and the "Metabulator" metabolism tester. The "Mobile Viso" offers three recording sensitivities, two chart speeds, pro-

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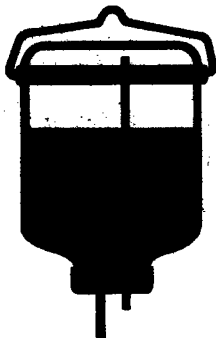
Call your nearest Branch Office or Service Agency — or write Manager, Clinical Instrument Sales, at the main office in Waltham — about the special combination offer on these two instruments.

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■ See  
both blood picture  
and patient respond to

## TRINSICON®

(hematinic concentrate with intrinsic factor, Lilly)

*For a rapid hematological response  
... striking clinical improvement*

Two Pulvules® Trinsicon daily are capable of producing in ten days an Hb and RBC response comparable to that obtained after a transfusion of one pint of whole blood. For potent, complete anemia therapy, prescribe Trinsicon.

Two Pulvules Trinsicon (daily dose) provide:

Special Liver-Stomach Concentrate, Lilly  
(containing Intrinsic Factor) . . . . 300 mg.

Vitamin B<sub>12</sub> with Intrinsic Factor  
Concentrate, N.F. . . . . 1 N.F. unit (oral)\*

Cobalamin Concentrate, N.F., equivalent  
to Cobalamin . . . . . 15 mcg.†

(The above three ingredients are clinically equivalent to 1¼ N.F. units of APA potency.)

Iron, Elemental . . . . . 220 mg.  
(as Ferrous Sulfate)

Ascorbic Acid (Vitamin C) . . . . . 150 mg.

Folic Acid . . . . . 2 mg.

\*Potency established prior to mixture with other ingredients.

†Obtained from extractives of suitable microbial organisms and liver and determined microbiologically against vitamin B<sub>12</sub> standard; the total amount, including that contained in the Vitamin B<sub>12</sub> with Intrinsic Factor Concentrate, N.F., is 30 micrograms.

*Product brochure available;*

*write Eli Lilly and Company, Indianapolis 6, Indiana.*

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B.I.D.  
DOSAGE



*only one  
lasts all day*



*only one  
lasts all night*



## PRO-BANTHINE P.A.<sup>®</sup>

(BRAND OF PROPANTHELINE BROMIDE)

### PROLONGED-ACTING TABLETS—30 mg. Effective • Convenient • Sustained Action

PRO-BANTHINE<sup>®</sup>, the leading anticholinergic, is now available in a distinctive prolonged-acting dosage form.

The prolonged action of new PRO-BANTHINE P.A. is regulated by simple physical solubility. Each PRO-BANTHINE P.A. tablet releases about half of its 30 mg. promptly to establish the usual therapeutic dosage level. The remainder is released at a rate designed to compensate for the metabolic inactivation of earlier increments.

This regulated therapeutic continuity maintains the dependable anticholinergic activity of PRO-BANTHINE all day and all night with only two tablets daily in most patients.

New PRO-BANTHINE P.A. will be of particular benefit in controlling acid secretion; pain and discomfort both day and night in ulcer patients and in inhibiting excess acidity and motility in patients with peptic ulcer, gastritis, pylorospasm, biliary dyskinesia and functional gastrointestinal disorders.

**Suggested Adult Dosage:** One tablet at bedtime and one in the morning, supplemented, if necessary, by additional tablets of PRO-BANTHINE P.A. or standard PRO-BANTHINE to meet individual requirements.

**G. D. SEARLE & CO.**  
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*Research in the Service of Medicine*



# "but why don't you tell my patients...?"

We pharmaceutical manufacturers, over the past several years and in various ways, have been trying to tell the story of the drug industry's role as a member of the American health team, and thus to correct certain unfortunate misconceptions. And all along we have looked upon you of the medical profession, on whose good will we are so dependent, as perhaps our chief audience.

But now we wonder . . . because so many of you have said to us lately, either orally or in writing, "Why are you telling us this? Our patients are the ones who really need to hear this story."

Thank you for pointing out this need; and for the aid some of you have already given us. We think we can now be of still more help in

answering many of the questions your patients are asking:—

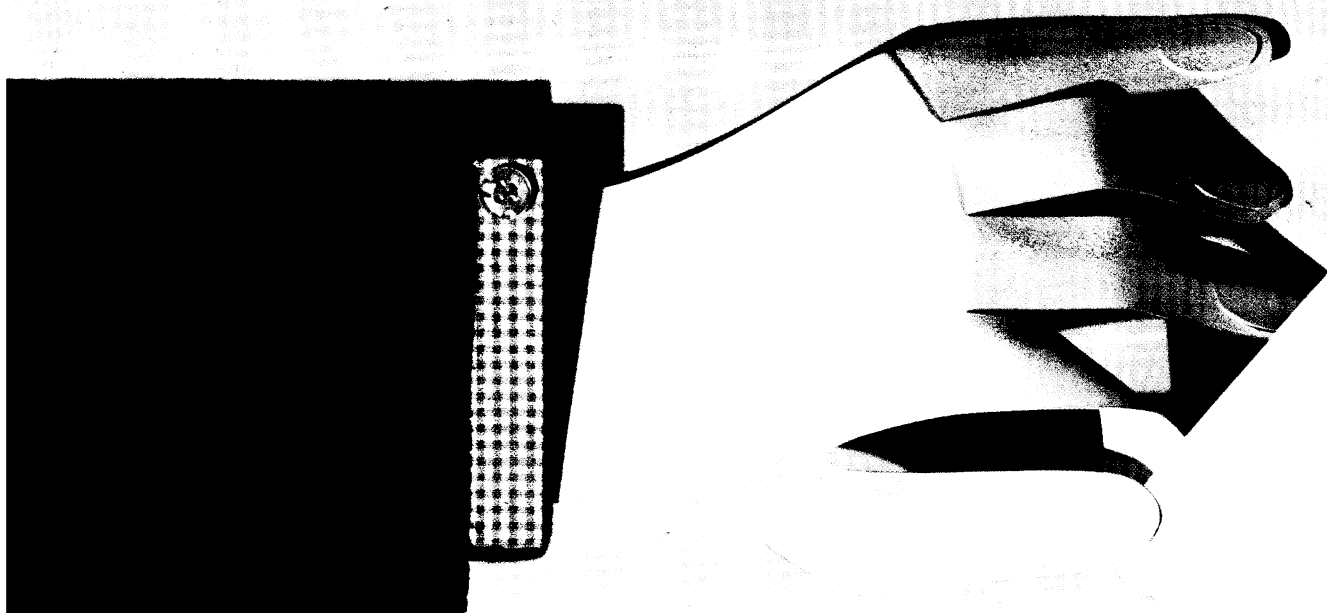
A good number of us have Speakers Bureaus. If you will designate the place and time, we will have an industry speaker on hand to address any favorite organization of yours . . . be it a civic, political, or church group; your local PTA; a social club, or a fraternal order.

You have only to send a letter or post card, giving the particulars, to the Office of Public Information, Pharmaceutical Manufacturers Association, 1411 K Street, N.W., Washington 5, D.C. (or phone, National 8-6435). They will make the necessary arrangements\* (or promptly let you know if there's any hitch).

\* But please try to give at least three weeks' notice.



# feel the edge of this page...



Like this page, a Filmtab coating is about 1/250th of an inch thick. That's the depth of the Filmtab which seals the active ingredients into Abbott vitamin tablets.

Why do we make it paper-thin?

Filmtab coatings replace sugar coatings. This means that our vitamin tablets are quite a bit smaller than most—sometimes by as much as 30%. This makes them easier to swallow. And, because there's no bulk (not even sub-seals are needed) the nutrients are readily available. Yet, patients remain protected from vitamin odors and after-tastes.

The greatest advantage, however, is in stability.

Filmtab coatings don't require water. Consequently, there is virtually no chance of moisture degradation. The potency your patient pays for stays in the tablet. Without sugar, we've even been able to eliminate much of the brittleness. So, tablets are less apt to chip or break.

Small reasons, perhaps, yet no refinement is too subtle if it adds to a product's performance, or your patient's convenience.

and  
you'll  
know  
how  
thin  
a  
**FILMTAB®**  
coating  
can  
be!

*Filmtab coatings protect these Abbott nutritionals:*

**DAYALETS®**  
**DAYALETS-M®**

*Maintenance Formulas*

**OPTILETS®**  
**OPTILETS-M®**

*Therapeutic Formulas*

**SURBEX-T™**  
**SUR-BEX® WITH C**

*B-complex with C Formulas*

TM—Trademark

Filmtab—Film-sealed tablets, Abbott

112069



Her position on nutrition  
Is taught in all the schools.  
She's an oracle for others,  
Yet, the first to break the rules.  
While a mine of diet knowledge  
(And, each lecture is a gem)  
Poor Ramona from Pomona needs  
some DAYALETS with M.



Nutritional Information	
Each Filmtab (10 mg.) contains:	
Vitamin A (10,000 units)	3 mg.
Vitamin D (1000 units)	25 mcg.
Thiamine Mononitrate	5 mg.
Riboflavin	5 mg.
Nicotinamide	25 mg.
Pyridoxine Hydrochloride	2 mg.
Cobalamin (Vitamin B <sub>12</sub> )	2 mcg.
Calcium Pantothenate	5 mg.
Ascorbic Acid	100 mg.
Iron (as sulfate)	10 mg.
Copper (as sulfate)	1 mg.
Iodine (as calcium iodate)	0.15 mg.
Cobalt (as sulfate)	0.1 mg.
Manganese (as sulfate)	1 mg.
Magnesium (as oxide)	5 mg.
Zinc (as sulfate)	1.5 mg.
Molybdenum (as sodium molybdate)	0.2 mg.

**Each Filmtab® represents:**

Vitamin A.....	3 mg. (10,000 units)
Vitamin D.....	25 mcg. (1000 units)
Thiamine Mononitrate.....	5 mg.
Riboflavin.....	5 mg.
Nicotinamide.....	25 mg.
Pyridoxine Hydrochloride.....	2 mg.
Cobalamin (Vitamin B <sub>12</sub> ).....	2 mcg.
Calcium Pantothenate.....	5 mg.
Ascorbic Acid.....	100 mg.
Iron (as sulfate).....	10 mg.
Copper (as sulfate).....	1 mg.
Iodine (as calcium iodate).....	0.15 mg.
Cobalt (as sulfate).....	0.1 mg.
Manganese (as sulfate).....	1 mg.
Magnesium (as oxide).....	5 mg.
Zinc (as sulfate).....	1.5 mg.
Molybdenum (as sodium molybdate).....	0.2 mg.

Likes, dislikes, and time schedules never interfere with her lectures, doctor, just her diet. She could live in a grocery store and still eat poorly. While Dayalets-M can't replace self-discipline, it can help insure optimal nutrition. Tablets are tiny, potent, and Filmstab-coated. Patients like taking them. **Filmstab DAYALETS-M®...** *essential vitamins plus 8 minerals in the most compact tablet of its kind.*



# DIRECTORY

## HOSPITALS • SANITARIUMS • REST HOMES

### COMPTON FOUNDATION HOSPITAL

FORMERLY COMPTON SANITARIUM  
820 West Compton Boulevard  
COMPTON, CALIFORNIA  
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G. CRESWELL BURNS, M.D.  
*Medical Director*  
HELEN RISLOW BURNS, M.D.  
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MEMBER OF  
American Hospital Association and  
National Association of Private Psychiatric Hospitals  
*High Standards of Psychiatric Treatment*  
... . *Serving the Los Angeles Area*



Fully Approved by Central Inspection Board of APA  
Accredited by  
Joint Commission on Accreditation of Hospitals

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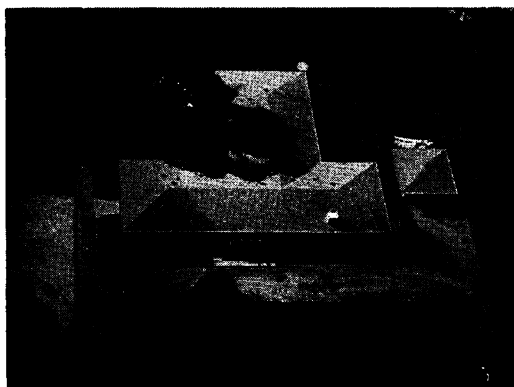
Address Correspondence: MEDICAL DIRECTOR, Alexander Sanitarium, Inc., Belmont, California • LYtell 3-2143

The Alexander Sanitarium is a neuropsychiatric open hospital for treatment of emotional states, geriatric cases and alcoholism. Treatments include hydrotherapy, electro and insulin shock-therapy, psychotherapy and occupational therapy. Conditional reflex treatment for alcoholism.

Occupational facilities consist of special occupational therapy room, tennis court, billiards, badminton court, table tennis and completely enclosed, heated, full-size swimming pool.

LOCATED IN THE FOOTHILLS OF BELMONT, CALIFORNIA  
J. M. CRUIKSHANK, M.D., D.P.H., F.A.C.S., Medical Director  
PSYCHIATRISTS: JOHN ALDEN, M.D., Chief of Staff; HENDRIE GARTSHORE, M.D., Asst. Chief of Staff; P. P. POLIAK, M.D., Asst. Chief of Staff; GEORGE KOLAWSKI, M.D.

*A patient accepted for treatment may remain under the supervision of his own physician if he so desires*



## Woodside Acres Hospital

Exclusively for the treatment of

ACUTE AND CHRONIC

# ALCOHOLISM

MEMBER AMERICAN HOSPITAL ASSOCIATION

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*All under one roof*

**FRESNO COMMUNITY HOSPITAL**

**PSYCHIATRIC TREATMENT UNIT**



is the only psychiatric unit within a general hospital in Central California offering individual psychotherapy, pharmacotherapy, electroconvulsive, occupational, physical and recreational therapy.

Completely equipped with all facilities of a general hospital. Facilities available for treatment of physical as well as psychiatric ailments. . . .

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## HOSPITALS • SANITARIUMS • REST HOMES



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Completely equipped for the surgical and medical care of all eye, ear, nose and throat cases.

*Address All Communications to the Administrator*

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*Accredited by J.C.A.H.*

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In-patient services for acute and chronic emotional illnesses.

Electric shock      Insulin shock  
Hydrotherapy      Psychotherapy  
Occupational therapy

Out-patient services for selective cases

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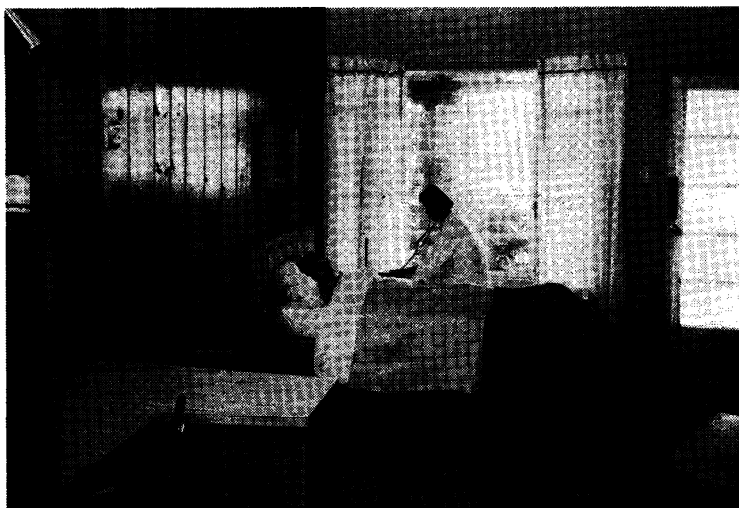
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BELMONT, CALIFORNIA

ESTABLISHED 1925

LYtel 1-8951

Located 22 miles south of San Francisco. Accessible to transportation.



A full complement of highly trained registered nurses helps make the patient's stay at Camelback Hospital an infinitely more pleasant one.

A normal ratio of more than one registered staff nurse for every two patients assures maximum attention and consideration at all times.

Constant care and supervision of patients is provided around the clock by the entire hospital staff.

Located in the heart of the beautiful Phoenix citrus area near picturesque Camelback Mountain, the hospital is dedicated exclusively to the treatment of psychiatric and psychosomatic disorders, including alcoholism.

APPROVED BY THE JOINT COMMISSION ON ACCREDITATION OF HOSPITALS; and THE AMERICAN PSYCHIATRIC ASSOCIATION

## Camelback Hospital

5055 North 34th Street  
AMherst 4-4111

PHOENIX, ARIZONA

OTTO L. BENDHEIM, M.D., F.A.P.A., Medical Director

**...WITH 'METHEDRINE' SHE CAN HAPPILY REFUSE!**



**Controls food craving, keeps the reducer happy** — In obesity, "our drug of choice has been methedrine . . . because it produces the same central effect with about one-half the dose required with plain amphetamine, because the effect is more prolonged, and because undesirable peripheral effects are significantly minimized or entirely absent." Douglas, H. S.: West.J.Surg. 59:238 (May) 1951.

# **'METHEDRINE'®**

brand Methamphetamine Hydrochloride

Supplied: Tablets 5 mg., scored. Bottles of 100 and 1000.



Literature available on request.

**BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York**

#### OUR MAN IN UGANDA

Dauntless and determined, our intrepid investigator has swung from branch to branch through equatorial Africa, interviewing primates of all status groups, to ferret out fact from folklore about the common cold. According to Dingle\*, colds seem to be exclusively a disease of primates. Besides Man, only the chimpanzee has been known to catch colds.

\*Dingle, J. H.: *J. Immunology* 87:91 (Aug.) 1958.

## the search goes on



# but until a cure is found... NOVAHISTINE®

FOR THE EVERYDAY COLDS  
OF YOUR EVERYDAY PATIENTS

Although Novahistine formulas haven't cured a single cold . . . they have been prescribed for relief of symptoms in more than 11,700,000 patients in the last 9 years, according to National Prescription Audits.

## Novahistine-DH Liquid

Relieves cough and respiratory congestion.

Novahistine-DH provides a vasoconstrictor, an antihistamine *and* an antitussive for combined action against symptoms of respiratory infections complicated by congested mucosa, bronchospasm or cough. Patients will appreciate the delightful taste and superior effectiveness of Novahistine-DH.

Each 5 cc. teaspoonful contains: phenylephrine HCl, 10.0 mg.; chlorprophenpyridamine maleate, 2.0 mg.; codeine phosphate, 10.0 mg.; chloroform, approx. 13.5 mg.

For adults: 2 teaspoonfuls, every 3 or 4 hours.

For children: 1 teaspoonful, every 3 or 4 hours.

For infants:  $\frac{1}{4}$  to  $\frac{1}{2}$  teaspoonful every 3 to 4 hours.

**PITMAN-MOORE COMPANY**

DIVISION OF THE DOW CHEMICAL COMPANY, INDIANAPOLIS 6, INDIANA

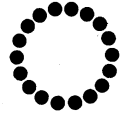






## IN FUNCTIONAL G.I. AND BILIARY DISTURBANCES ...TO EACH PATIENT ACCORDING TO THE NEED

### DECHOLIN-BB®



Hydrocholeretic • Antispasmodic • Sedative...to reduce *TENSION* and anxiety-induced dysfunction of G.I. and biliary tracts...and also relieve both smooth-muscle *spasm* and biliary/intestinal *stasis*

butabarbital sodium ..... 15 mg. (¼ gr.)  
(Warning—may be habit forming)  
dehydrocholic acid, AMES .....250 mg. (3¾ gr.)  
belladonna extract ..... 10 mg. (⅓ gr.)

### DECHOLIN® with Belladonna

Hydrocholeretic—Antispasmodic...to relax *SPASM* of smooth muscle of G.I. tract and sphincter of Oddi...and also counteract biliary/intestinal *stasis*

dehydrocholic acid, AMES .....250 mg. (3¾ gr.)  
belladonna extract ..... 10 mg. (⅓ gr.)

### DECHOLIN®

Hydrocholeretic...to combat *STASIS* in bowel and biliary tract...by activating biliary function with a greatly increased flow of aqueous "therapeutic" bile

dehydrocholic acid, AMES .....250 mg. (3¾ gr.)

*Average adult dose:* 1 or, if necessary, 2 tablets three times daily.

*Side effects:* DECHOLIN by itself, or as an ingredient, may cause transitory diarrhea. Belladonna in DECHOLIN with Belladonna and DECHOLIN-BB may cause blurred vision and dryness of mouth.

*Contraindications:* Biliary tract obstruction, acute hepatitis, and (for DECHOLIN with Belladonna and DECHOLIN-BB) glaucoma.

*Precautions:* Periodically check patients on DECHOLIN with Belladonna and DECHOLIN-BB for increased intraocular pressure. Also observe patients on DECHOLIN-BB for evidence of barbiturate habituation or addiction, and warn drivers against any risk of drowsiness.

*Available:* DECHOLIN-BB, in bottles of 100 tablets; DECHOLIN with Belladonna and DECHOLIN, in bottles of 100 and 500.

**AMES**  
COMPANY, INC  
Elkhart • Indiana  
Toronto • Canada



**In the school-age child...**

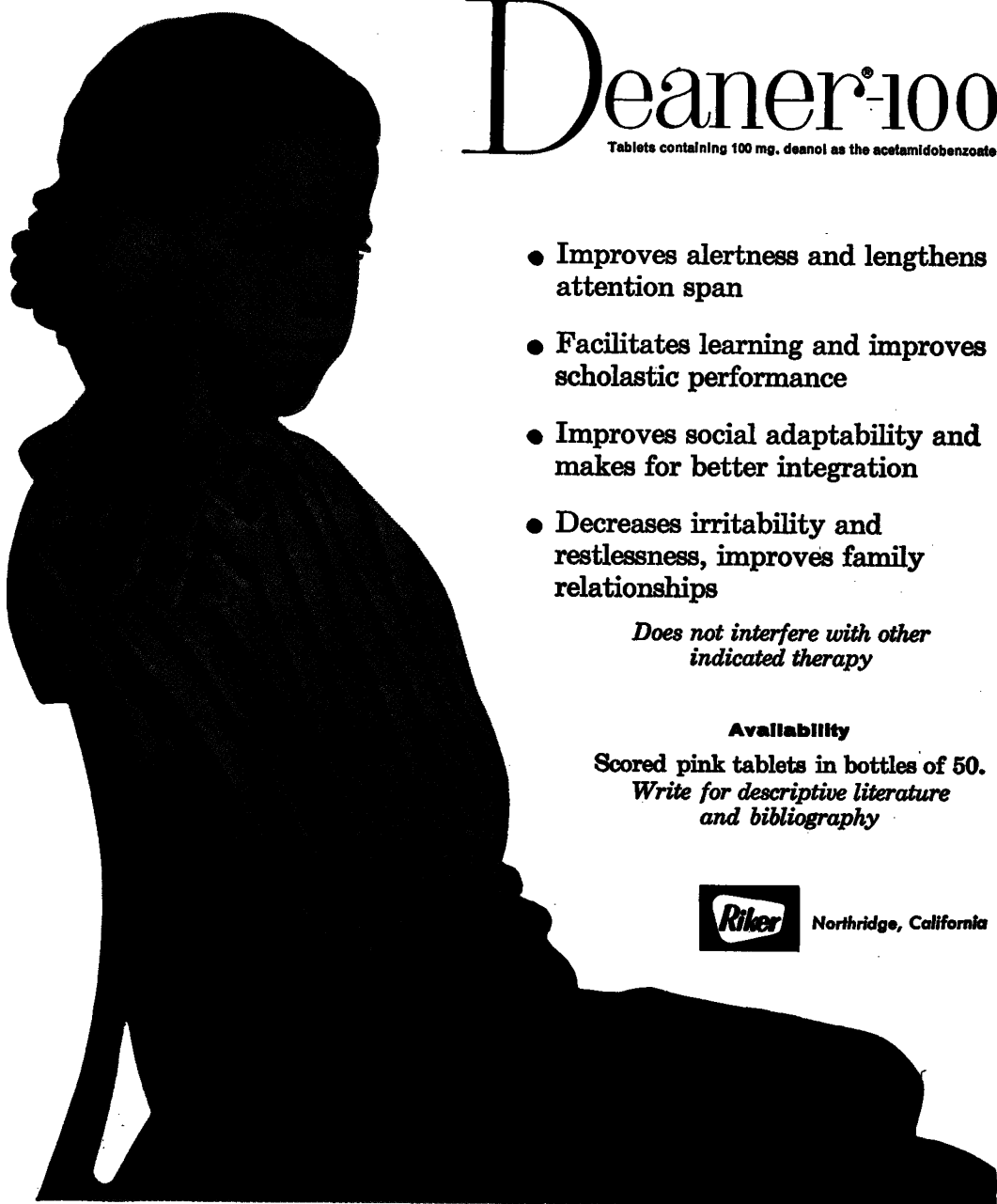
**when learning  
lags behind  
intelligence**

*and*

**behavior problems  
disturb  
the family**

# Deaner-100

Tablets containing 100 mg. deanol as the acetamidobenzoate

- 
- Improves alertness and lengthens attention span
  - Facilitates learning and improves scholastic performance
  - Improves social adaptability and makes for better integration
  - Decreases irritability and restlessness, improves family relationships

*Does not interfere with other  
indicated therapy*

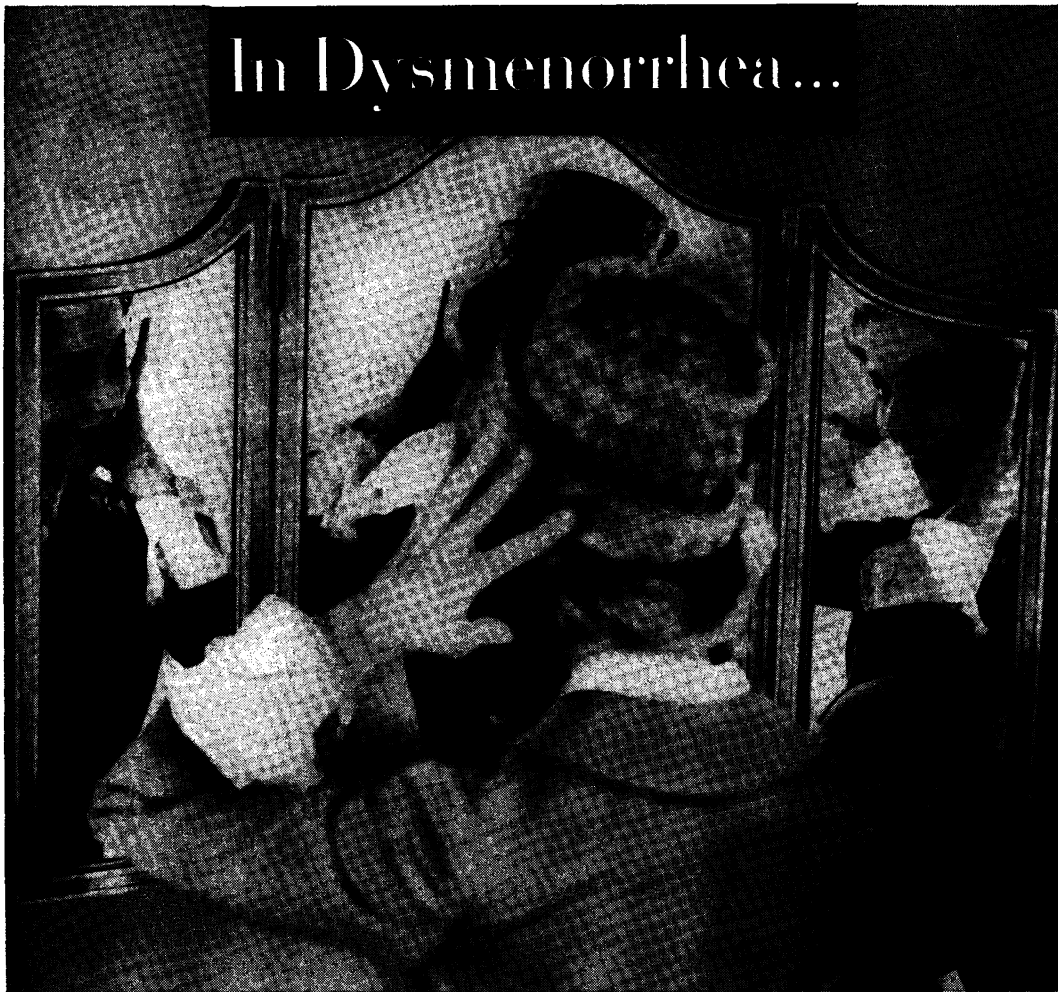
#### **Availability**

Scored pink tablets in bottles of 50.  
*Write for descriptive literature  
and bibliography*



Northridge, California

# In Dysmenorrhea...



“cramps” don’t cramp her style...  
when you prescribe

## **Trancoprin**

Aspirin..... (5 grains) 300 mg.  
Trancopal® (brand of chlormezanone)..... 50 mg.

**Trancoprin is more than a simple analgesic:** It deals with cramping pains in three ways. Besides dimming pain perception, Trancoprin, through its tranquilizing action, reduces anxiety and raises the tolerance for discomfort. And, against the spasm caused by pain which, in turn,

produces more pain, Trancoprin exerts its skeletal muscle relaxant action.

**Trancoprin is exceptionally safe to use:** Fewer than two and a half per cent of patients can be expected to have any side effects, and these are of a minor nature.

Available in bottles of 100 tablets. The usual dosage in dysmenorrhea is 2 tablets 3 or 4 times daily.

*Winthrop* LABORATORIES,  
New York 18, N.Y.

Before prescribing be sure to consult Winthrop's literature for additional information about dosage, possible side effects and contraindications. 16024

# Theragran<sup>®</sup>

SQUIBB VITAMINS FOR THERAPY

For your patients with infections or other illnesses who need therapeutic vitamin support. Each Theragran supplies the essential vitamins in truly therapeutic amounts:

Vitamin A . . . . .	25,000 U.S.P. Units
Vitamin D . . . . .	1,000 U.S.P. Units
Thiamine Mononitrate . . . . .	10 mg.
Riboflavin . . . . .	10 mg.
Niacinamide . . . . .	100 mg.
Vitamin C . . . . .	200 mg.
Pyridoxine Hydrochloride . . . . .	5 mg.
Calcium Pantothenate . . . . .	20 mg.
Vitamin B <sub>12</sub> . . . . .	5 mcg.

SQUIBB



*Squibb Quality—the Priceless Ingredient*

Theragran<sup>®</sup> is a Squibb trademark

“nutrition...present as a modifying or complicating factor in nearly every illness or disease state”<sup>1</sup>

1. Youmans, J. B.: Am. J. Med. 25:659 (Nov.) 1958

**cardiac diseases** “Who can say, for example, whether the patient chronically ill with myocardial failure may not have a poorer myocardium because of a moderate deficiency in the vitamin B-complex? Something is known of the relationship of vitamin C to the intercellular ground substance and repair of tissues. One may speculate upon the effects of a deficiency of this vitamin, short of scurvy, upon the tissues in chronic disease.”<sup>2</sup>

2. Kampmeier, R. H.: Am. J. Med. 25:662 (Nov.) 1958.

**arthritis** “It is our practice to prescribe a multiple vitamin preparation to patients with rheumatoid arthritis simply to insure nutritional adequacy . . .”<sup>3</sup>

3. Fernandez-Herlihy, L.: Lahey Clinic Bull. 11:12 (July-Sept.) 1958.

**digestive diseases** Symptoms attributable to B-vitamin deficiency are commonly observed in patients on peptic ulcer diets.<sup>4</sup> Daily administration of therapeutic vitamins to patients with hepatitis and cirrhosis is recommended by the National Research Council.<sup>5</sup>

4. Sebrell, W. H.: Am. J. Med. 25:673 (Nov.) 1958. 5. Pollack, H., and Halpern, S. L.: Therapeutic Nutrition. National Academy of Sciences and National Research Council, Washington, D. C., 1952, p. 57.

**degenerative diseases** “Studies by Wexberg, Jolliffe and others have indicated that many of the symptoms attributed in the past to senility or to cerebral arteriosclerosis seem to respond with remarkable speed to the administration of vitamins, particularly niacin and ascorbic acid. These facts indicate that the vitamin reserve of aging persons is lowered, even to the danger point, more than is the case in the average American adult.”<sup>6</sup>

6. Overholser, W., and Fong, T. C. C. In Stieglitz, E. J.: Geriatric Medicine, 3rd edition, J. B. Lippincott, Philadelphia, 1954, p. 264.

**infectious diseases** Infections cause a lowering of ascorbic acid levels in the plasma; and the absorption of this vitamin is reduced in diarrheal states.<sup>7</sup>

7. Goldsmith, G. A.: Conference on Vitamin C. The New York Academy of Sciences, New York City, Oct. 7 and 8, 1960. Reported in: Medical Science 8:772 (Dec.10) 1960.

**diabetes** Diabetics, like all patients on restricted diets, require an extra source of vitamins.<sup>8</sup> “Rigidly limiting the bread intake of the diabetic patient automatically eliminates a large amount of thiamin from the diet. . . . There is some evidence of interference with normal riboflavin utilization during catabolic episodes.”<sup>9</sup>

8. Duncan, G. G.: Diseases of Metabolism 4th edition W. B. Saunders, Philadelphia, 1959, p. 812. 9. Pollack, H.: Am. J. Med. 25:708 (Nov.) 1958.

FOR FULL INFORMATION SEE YOUR SQUIBB PRODUCT REFERENCE OR PRODUCT BRIEF.



who  
coughed?

WHENEVER COUGH THERAPY  
IS INDICATED

# HYCOMINE®

Syrup

THE COMPLETE Rx FOR COUGH CONTROL

*cough sedative / expectorant  
antihistamine / nasal decongestant*

- relieves cough and associated symptoms in 15-20 minutes
- effective for 6 hours or longer
- promotes expectoration
- rarely constipates
- agreeably cherry-flavored

Each teaspoonful (5 cc.) of HYCOMINE® Syrup contains: Hycodan®

Dihydrocodeinone Bitartrate . . . . . 5 mg.	} 6.5 mg.
(Warning: May be habit-forming) Homatropine Methylbromide . . . . . 1.5 mg.	
Pyrilamine Maleate . . . . . 12.5 mg.	
Phenylephrine Hydrochloride . . . . . 10 mg.	
Ammonium Chloride . . . . . 60 mg.	
Sodium Citrate . . . . . 85 mg.	

Average adult dose: One teaspoonful after meals and at bedtime. May be habit-forming. Federal law allows oral prescription.



Literature on request

**ENDO LABORATORIES**  
Richmond Hill 18, New York

\*U.S. Pat. 2,630,400



when urinary  
tract  
infections  
present  
a therapeutic  
challenge...

# CHLOROMYCETIN®

(chloramphenicol, Parke-Davis)

Often recurrent... often resistant to treatment, urinary tract infections are among the most frequent and troublesome types of infections seen in clinical practice.<sup>1,2</sup> In such infections, successful therapy is usually dependent on identification and susceptibility testing of invading organisms, administration of appropriate antibacterial agents, and correction of obstruction or other underlying pathology.

Of these agents, one author reports: "Chloramphenicol still has the widest and most effective activity range against infections of the urinary tract. It is particularly useful against the coliform group, certain *Proteus* species, the micrococci and the enterococci."<sup>1</sup> CHLOROMYCETIN is of particular value in the management of urinary tract infections caused by *Escherichia coli* and *Aerobacter aerogenes*.<sup>3</sup> In addition to these clinical findings, the wide antibacterial range of CHLOROMYCETIN continues to be confirmed by recent *in vitro* studies.<sup>4-6</sup>

CHLOROMYCETIN (chloramphenicol, Parke-Davis) is available in various forms, including Kapsals® of 250 mg., in bottles of 16 and 100. See package insert for details of administration and dosage.

**Warning:** Serious and even fatal blood dyscrasias (aplastic anemia, hypoplastic anemia, thrombocytopenia, granulocytopenia) are known to occur after the administration of chloramphenicol. Blood dyscrasias have occurred after both short-term and prolonged therapy with this drug. Bearing in mind the possibility that such reactions may occur, chloramphenicol should be used only for serious infections caused by organisms which are susceptible to its antibacterial effects. Chloramphenicol should not be used when other less potentially dangerous agents will be effective, or in the treatment of trivial infections, such as colds, influenza, or viral infections of the throat, or as a prophylactic agent. **Precautions:** It is essential that adequate blood studies be made during treatment with the drug. While blood studies may detect early peripheral blood changes, such as leukopenia or granulocytopenia, before they become irreversible, such studies cannot be relied upon to detect bone marrow depression prior to development of aplastic anemia.

**References:** (1) Malone, F. J., Jr.: *Mil. Med.* 125:836, 1960. (2) Martin, W. J.; Nichols, D. R., & Cook, E. N.: *Proc. Staff Meet., Mayo Clin.* 34:187, 1959. (3) Ullman, A.: *Delaware M. J.* 32:97, 1960. (4) Petersdorf, R. G.; Hook, E. W.; Curtin, J. A., & Grossberg, S. E.: *Bull. Johns Hopkins Hosp.* 106:48, 1961. (5) Jolliff, C. R.; Engelhard, W. E.; Ohlsen, J. R.; Heidrick, P. J., & Cain, J. A.: *Antibiotics & Chemother.* 10:694, 1960. (6) Lind, H. E.: *Am. J. Proctol.* 11:392, 1960.

**PARKE-DAVIS**

PARKE-DAVIS & COMPANY, INC.







## SUCCESSFUL FAMILY PLANNING...BASED ON YOUR COUNSEL AND **LANESTA® GEL**

Every young couple about to be married needs advice of all sorts, and they'll get it, too — from everybody — some good, some bad. But some of the most valuable counsel they can get — help in planning their own family — comes best from you. Their family happiness for many years can depend on what you suggest to them, including your recommendation for the use of Lanesta Gel.

Lanesta Gel, with or without a diaphragm, is a most effective means of conception control. Lanesta Gel offers faster spermicidal action because it rapidly diffuses into the seminal clot. In fact, Gamble ("Spermicidal Times of Commercial Contraceptive Materials — 1959"\*) *found the mean diffusion spermicidal time of Lanesta Gel to be three to seven times faster than the mean diffusion times of ten leading commercially available contraceptive creams, gels, or jellies.*

Lanesta Gel has complete esthetic acceptance and is well tolerated. \*Gamble, C. P.: Am. Pract. & Digest. Treat. 11:852 (Oct.) 1960.

Active ingredients: 7-chloro-4-indanol, sodium chloride, sodium lauryl sulfate and ricinoleic acid.

**A PRODUCT OF LANTEEN® RESEARCH**



Distributed by

Supplied by Esta Medical Laboratories, Inc., Alliance, Ohio

**BREON LABORATORIES INC., New York 18, N. Y.**



**longer-acting, fewer injections  
for fetal salvage with no androgenic effect**

# DELALUTIN<sup>®</sup>

Squibb Hydroxyprogesterone Caproate

Long-acting Progestational Therapy

Delalutin offers these advantages over other progestational agents: Significantly improved rate of fetal salvage<sup>1-3</sup> ■ No virilizing effect on female fetus or mother ■ High, sustained hormonal level in the uterine muscle and mucosa<sup>4</sup> — high enough even to replace an excised corpus luteum<sup>5</sup> ■ Absence of local tissue reactions<sup>3</sup>.

■ Hydroxyprogesterone Caproate (Delalutin)

Clauberg Response



Days following injection

## Respiratory tract disorder



# Chymoral®

controls inflammation and edema in respiratory tract disorders <sup>1-4</sup>

Chymoral reduces inflammation and edema of the nasal and sinusal mucosa,<sup>1,2</sup> thereby relieving engorgement of nasal turbinates and encouraging free drainage. By suppressing inflammatory reaction of bronchiolar tissue, Chymoral acts to liquefy thickened bronchial secretions and affords easier expectoration of mucus plugs. Taub<sup>3</sup> obtained very satisfactory control of congestive symptoms in a series of 48 bronchial asthma patients. Another group with chronic diffuse obstructive emphysema, were afforded excellent relief.<sup>4</sup> Clinically, patients have said that they are not so short winded. Their endurance is better and they can expectorate more easily without severe racking cough. Chymoral can be used adjunctively with other drugs with no known incompatibilities.<sup>1</sup>

1. Clinical reports to the Medical Department, Armour Pharmaceutical Company, 1960. 2. Billow, B. W., *et al.*: Southwestern Med. 41:286, 1960. 3. Taub, S. J.: Clin. Med. 7:2575, 1960. 4. Teitel, L. H., *et al.*: Indust. Med. 29:150, 1960.

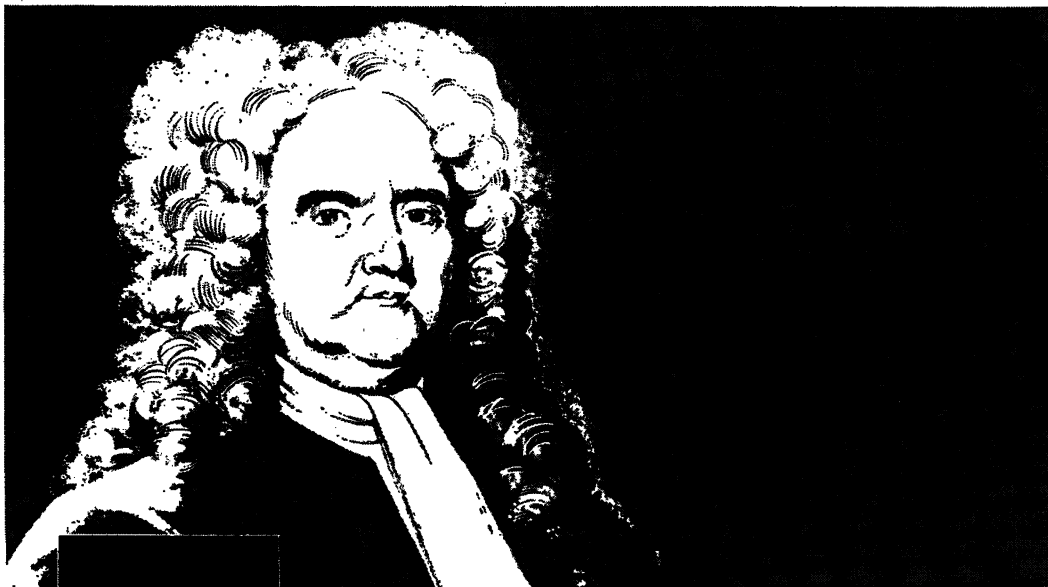
### CHYMORAL

Chymoral is an ORAL anti-inflammatory enzyme tablet specifically formulated for intestinal absorption. Each tablet provides enzymatic activity, equivalent to 50,000 Armour Units, supplied by a purified concentrate which has specific trypsin and chymotrypsin activity in a ratio of approximately six to one. ACTION: Reduces inflammation of all types; reduces and prevents edema except that of cardiac or renal origin; hastens absorption of blood and lymph extravasates; helps to liquefy thick tenacious mucous secretions; improves regional circulation; promotes healing; reduces pain. INDICATIONS: Chymoral is indicated in respiratory conditions such as asthma, bronchitis, rhinitis, sinusitis; in accidental trauma to speed absorption of hematoma, bruises, and contusions; in inflammatory dermatoses to ameliorate acute inflammation in conjunction with standard therapies; in gynecologic conditions such as pelvic inflammatory disease and mastitis; in obstetrics as episiotomies and breast engorgement; in surgical procedures as biopsies, hernia repairs, hemorrhoidectomies, mastectomies, phlebitis and thrombophlebitis; in genitourinary disorders as epididymitis, orchitis and prostatitis; in dental and oral surgery as fractures of the mandible or maxilla, difficult or multiple extractions, and alveolectomies. CONTRAINDICATIONS: None known. INCOMPATIBILITIES: None known. Antibiotics as well as generally accepted measures may be coadministered. SIDE EFFECTS: Mild gastric upsets, rarely encountered. DOSAGE: Recommended initial dose is two tablets q.i.d.; one tablet q.i.d. for maintenance. SUPPLIED: Bottles of 48 and 250 tablets.



ARMOUR PHARMACEUTICAL COMPANY KANKAKEE, ILLINOIS

• Originators of Listica®



American Health  
Credit Plan  
Inc.

## **AS MUCH AS \$1500.00 FOR HEALTH EXPENSES—*IMMEDIATELY!***

How much illness is intensified by money worries? How many keep away from medical help entirely—until it's too late—because of money problems?

People today are not accustomed to cash outlays for their material possessions, however, most people willingly accept the idea of monthly installments. This is how the American Health Credit Plan can eliminate worry over health costs . . . for your patient.

This is a postpaid rather than a prepaid program. Prepaid insurance programs cover less than 25% of the total national health bill. The three quarters remaining must be postpaid by the individual. We make that payment for our members.

The Patient-Member, in turn, may repay his bill entirely within 30 days at no extra cost, or he may choose among schedules of monthly installments with the standard service charge of 1½% on the unpaid balance . . . a simple interest rate as low as obtainable anywhere for an unsecured revolving credit account.

Funds available to the patient-member are for all health expenses but for health expenses only. Each member may draw upon as much as \$1500.00 for himself and his family. Immediately, with no questions, forms, delay or red tape.

The Plan is not insurance, although credit life insurance does liquidate any outstanding balance in case of a member's death. It is a source of ready money for health maintenance . . . the kind of ready money that makes a well man.

### **The American Health Credit Plan, Inc.**

#### **OF NORTHERN CALIFORNIA**

450 SUTTER ST., MEDICAL-DENTAL BLDG.  
SAN FRANCISCO 8, CALIFORNIA





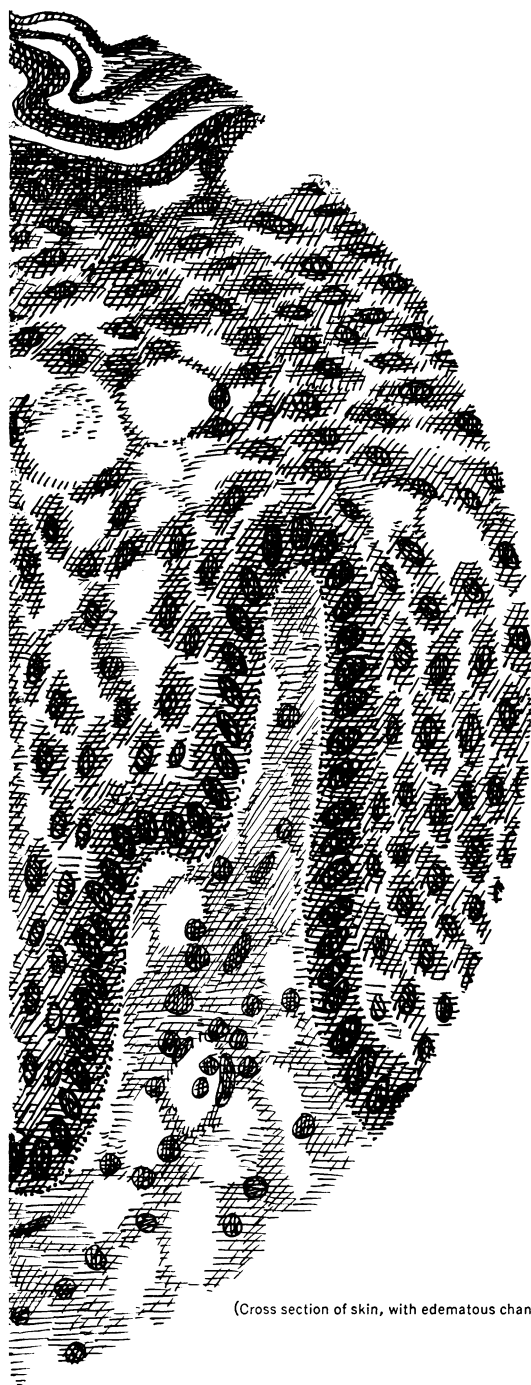
**because patients are more than inflamed skin...  
controlling inflammatory symptoms is frequently not enough!**

Even cortisone, with its severe hormonal reactions, can effectively control allergic inflammatory symptoms in dermatoses. But a patient is more than the sum of his parts — and the skin is only part of a whole patient. Symptomatic control is but one aspect of modern corticotherapy, because what is good for the symptom may also be bad for the patient.

*Unsurpassed "General Purpose" and "Special Purpose" Corticosteroid...  
Outstanding for Short- and Long-term Therapy*

# Aristocort®

Triamcinolone Lederle



(Cross section of skin, with edematous changes including vacuolization)

ARISTOCORT is an outstanding "special purpose" steroid when the complicating problem is increased appetite and weight gain, sodium retention and edema, cardiac disease, hypertension or emotional disturbance and insomnia.

ARISTOCORT provides unsurpassed anti-inflammatory control without sodium retention or edema — without undesirable psychic stimulation and voracious appetite.

*Supplied:* Scored tablets (three strengths), syrup, parenteral and various topical forms. Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.



LEDERLE LABORATORIES • A Division of AMERICAN CYANAMID COMPANY • Pearl River, New York

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### CLASSIFIED ADVERTISEMENTS ARE PAYABLE IN ADVANCE

#### PHYSICIANS WANTED

**WANTED: GENERALISTS AND SPECIALISTS.** California licensed for clinics, associations and partnerships. We cover all areas of the State. Hospital facilities and housing checked for you. Information gladly. **CONTINENTAL-PACIFIC COAST MEDICAL BUREAU,** Agency, 430 North Camden Drive, Beverly Hills, California.

**WELL-QUALIFIED YOUNG GENERAL PRACTITIONER** to join group practice 45 minutes from central Los Angeles. Modern fully equipped clinic. Guaranteed salary plus percentage with opportunity for partnership in one year. Living quarters in new home provided. Need California license. Write, stating qualifications. Box No. 96,110, California Medicine.

**GENERAL PRACTITIONER WANTED:** Between the ages of 35 and 50 for student health work in a state college in Southern California. Hours from 8:00 a.m. to 5:00 p.m., five days a week, on a twelve-months basis. Accumulated sick leave and annual leave; retirement benefits. No outside or emergency calls. Box No. 96,130, California Medicine.

**GENERAL PRACTITIONER** (Garden Grove, California) to join group of 3 young established General Practitioners in a new building in a rapidly expanding location. The starting salary is open with a full partnership available. Box No. 96,135, California Medicine.

**PEDIATRICIAN—SAN DIEGO, CALIFORNIA,** Board Certified or eligible, to join two-man department of established 10-man specialty group. Salary first year, then partnership. **SMITH-HANNA MEDICAL CLINIC,** 3939 Iowa Street, San Diego 4, California.

**NEEDED—GENERAL PRACTITIONER.** Office in residential area near three large shopping centers in rapidly growing north area Sacramento. New office building, completely air-conditioned. Owner L.D.S., Stake Presidency, needs assistance to cover large practice. Excellent practice assured. Available immediately. R. Bay Hutchings, M.D., 2933 El Camino Ave., Sacramento 21, Calif.

**NEVADA: SENIOR PSYCHIATRIST—Salary:** Range A, up to \$15,408, requires graduation from approved medical school plus five years psychiatric experience or completion of residency approved by A.M.A.; Range B, up to \$16,980 requirement same as Range A, plus board certification by A.B.P.N. Vacancies exist at the State Hospital located in a suburb of Reno and in the community Health Program in Reno. This is an excellent opportunity to become associated with a revolutionary and progressive mental health program with a great deal of community awareness and acceptance. These programs are supported by generous funds made available and supported by the legislature and an enlightened progressive Governor. Positions are situated in the center of recreational and cultural areas, including the State University, and only one hour via air from San Francisco and other nearby metropolitan areas. Apply: State Personnel Director, Carson City, Nevada.

#### ASSOCIATES WANTED

**PHYSICIAN ASSOCIATE DESIRED** for active general practice in the Sacramento valley area. Practice of present resident consists of internal medicine, surgery, orthopedics, obstetrics, and pediatrics—membership in AAGP. Salary of \$1,000 a month for first year, and partnership in one year if practice and personalities compatible. Wm. S. Freeman, Jr., M.D., 916 Homewood Drive, Woodland, California. MO 2-3473.

**ASSOCIATE WANTED FOR GENERAL PRACTICE—A** Northern California physician desires a second man for well-established practice. Salary and/or percentage, full partnership after trial period. New offices. Excellent open hospital facilities. Apply Box No. 96,115, California Medicine.

#### HELP WANTED

**NURSE ANESTHETIST, CRNA preferred,** 70-bed hospital in Northwestern Montana. Excellent opportunity, liberal benefits. Salary open. Contact Administrator, Kennedy Deaconess Hospital, Havre, Montana.

#### SITUATIONS WANTED

**RADIOLOGISTS (2)—**Certified, available, consultation, fluoroscopy, full or part-time for G.P., Clinic, Radiology group, hospital, etc., A.M. or P.M. One has 7 years capable experience General Surgery, OB., and G.P.; will combine his clinical experiences. Make contact to Dr. C., 12341 Glamis, Pacoima, California. Phone: EM 6-7200.

**INTERNIST, 40—**Personable, capable and dedicated, Board certified, extensive clinical experience in hospital environment, seeks to locate in Northern California, preferably Bay area. Would consider association with established internist or other specialist group or purchase of practice. References available. Box No. 96,050, California Medicine.

**GENERAL SURGEON, McGill graduate,** writing Board examinations in December, 1961, would like to locate in California. California license. Available for interview. Box No. 96,125, California Medicine.

**INTERNAL MEDICINE OR LIMITED GP—**California License. Mostly California trained. Some experience office type GP, also research experience, training, writing. Over 30; family. Available January or later. Not Board eligible. Prefer Group or Institutional in California—not cities of Los Angeles, San Francisco. Box No. 96,140, California Medicine.

#### EQUIPMENT FOR SALE

**MATTEN X-RAY MACHINE, PROFEX-RAY FLUOROSCOPE,** Call C. F. Hawkins, M.D., 9929 MacArthur Blvd., Oakland, California—LOckhaven 2-2300.

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\$10.00 for the first 50 words or less; 10c  
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## OFFICES FOR LEASE, RENT OR SALE

**MEDICAL CENTER BUILDING, 1919 STATE STREET, SANTA BARBARA, CALIF.** 20,000 feet, fully modern prime location near hospitals and center of City for private practice. Parking, X-ray, pharmacy, and Laboratory. Remaining suites especially available to internal medicine, orthopedics, ENT, and Obstetrics. Started with completion soon in 1961. John M. Richards, M.D., owner.

**FOR RENT:** Ground floor medical office used for past 12 years for surgery and general practice in upper San Joaquin Valley town. Will stand up under careful investigation. Sale can be arranged if desired. Full details upon request. Box No. 96,095, California Medicine.

**FRESNO—MEDICAL SUITE**, new building, available immediately. Suitable for Ear, Nose and Throat Specialist, General Practitioner, Pediatrician or Obstetrician. 1,000 sq. ft. Includes 3 treatment rooms, reception room, consultation room, laboratory, recovery room, and office. Ground floor, corner location with plenty of parking. Four other doctors in building. Excellent location near large shopping centers. Air-conditioned. Contact: D. E. Lynn, 2626 Blackstone Avenue, Fresno 3, California. Phone Baldwin 7-2953.

**40 MILES NORTH OF SAN FRANCISCO.** Approximately 800 sq. ft., recently renovated, to sublet (4½ yr. lease), \$85.00. Opportunity for G.P., Ophthalmologist, OB-GYN., Orthodontist in community. Partially equipped (optional). Box No. 96,120, California Medicine.

**LOS ANGELES—BEAUTIFUL MEDICAL BUILDING FOR GROUP PRACTICE.** Air-conditioned, two-story, 12,000 sq. ft., with elevator. Parking lot for 35 cars. Near Children's Hospital, Cedars of Lebanon and Hollywood Presbyterian. Ideal for 8 to 12 doctors. Flexible terms. Mr. Mulvey, NOrmandy 5-1121.

**SAN DIEGO MEDICAL CENTER:** 25-doctor medical center. Present occupancy predominantly surgical specialties. Located adjacent to two major hospitals and central to all others. 15,000 homes in immediate vicinity. Especially good for new GP, ENT, Ped., Ob-Gyn., Int. Suites are ready for practice: Built-in cabinets, nurses station, music, air-conditioning, adequate parking. J. Brockway Clark, Property Manager. 2096 Logan Avenue, San Diego 13. Telephone: BE 2-2182.

## MISCELLANEOUS

**SOCIAL WELFARE FORMULARY AT A GLANCE**—on a single card. Stop fumbling with pages. Send \$2.00, MIGDALL PUBLICATIONS, 5881 Atlantic Blvd., Long Beach 5, California.

## PHYSICIAN PLACEMENT SERVICE

of the

## CALIFORNIA MEDICAL ASSOCIATION

The C.M.A. offers free placement assistance through the Physician Placement Service, 693 Sutter Street, San Francisco 2, California. This service is for the use of all physicians seeking practice opportunities in California and for C.M.A. members who are seeking an assistant or associate. A monthly bulletin is published.

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*California*  
M E D I C I N E

693 SUTTER STREET, SAN FRANCISCO 2, CALIFORNIA

Name \_\_\_\_\_ Address \_\_\_\_\_

I enclose \$\_\_\_\_\_ to include \$10.00 for the first 50 words or less, plus 10¢ for each additional word.

Check one: ☐ Please include my name and address in ad  
☐ Please assign a box number (50¢ additional)



NOW AT SUPERMARKETS EVERYWHERE

...at a

new, low price

(around 79¢ a quart)

**SAFFOLA**  
**SAFFLOWER OIL**  
for  
cooking, salads

*Nearly Twice*  
the poly-unsaturation  
ratio of corn oil!

HERE'S THE PROOF:

**RATIO OF POLY-UNSATURATES TO SATURATED FATS**

SAFFLOWER OIL  9 TO 1

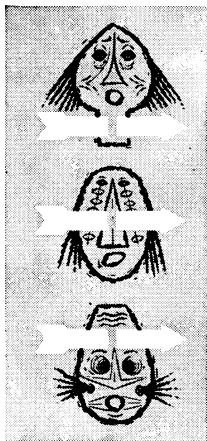
CORN OIL  5.3 TO 1

COTTON OIL  2 TO 1

Source: U. S. Dept. of Agriculture Reports—1959



FOR COUGH AND COLD DEMONS...



NON-NARCOTIC

**ULO®**

*for control of acute cough regardless of etiology*

**ULOMINIC®**

*for control of acute cough and associated allergic reactions*

**ULOGESIC®**

*for control of acute cough and for relief from associated muscular aches, pain and fever*

ULO

ULOMINIC

ULOGESIC

**INHIBITS COUGH IMPULSE FOR 4 TO 8 HOURS**

the threshold of the medullary cough center is elevated while the cough reflex is not abolished.

**COUNTERACTS IRRITATION IN PHARYNX, LARYNX, TRACHEA AND BRONCHI**

inhibits tendency of histamine to cause edema of the nasopharyngeal mucosa, local irritation, and vasodilation.

**RELIEVES CONGESTION**

reduces postnasal discharge, lessens irritation to pharyngeal and laryngeal membranes.

**MAKES VOLUNTARY COUGH MORE PRODUCTIVE**

loosens and liquefies mucus, soothes irritated bronchial mucosa.

*Ulogesic enlarges the therapeutic dimensions of Ulominic*

**ALLEVIATES ASSOCIATED ACES AND DISCOMFORTS AND ABORTS FEVER**

elevates the pain threshold with an analgesic potency the same as acetanilid, with much less toxicity.

**ULO®**

non-narcotic antitussive molecule chlorphedianol HCl

**DIAFEN®**

fast-acting antihistaminic diphenylpyraline HCl

**PHENYLEPHRINE HCl**

sympathomimetic

**GLYCERYL GUAIACOLATE**

expectorant and demulcent

**APAP**

acetyl-p-aminophenol analgesic and antipyretic

**FORMULAS:**

**ULO SYRUP—Each 5 ml. teaspoonful contains:**

chlorphedianol • HCl\*  
[alpha-(2-dimethylaminoethyl)-o-chlorobenzhydrol • HCl]..... 25 mg.  
chloroform, U.S.P. .... 0.001 ml.  
Alcohol 6.65 per cent in a pleasant flavored syrup base

**ULOMINIC® SYRUP — Each teaspoonful (5 cc) contains:**

chlorphedianol HCl\*  
[alpha-(2-dimethylaminoethyl)-o-chlorobenzhydrol • HCl]..... 15.0 mg.  
diphenylpyraline HCl  
(1-methyl-4-piperidyl-benzhydrol ether • HCl)..... 1.0 mg.  
phenylephrine HCl..... 5.0 mg.  
glyceryl guaiacolate..... 100.0 mg.  
alcohol..... 6%

**ULOGESIC® — Each tablet contains:**

chlorphedianol HCl\*  
[alpha-(2-dimethylaminoethyl)-o-chlorobenzhydrol • HCl]..... 7.5 mg.  
diphenylpyraline HCl  
(1-methyl-4-piperidyl-benzhydrol ether • HCl)..... 0.5 mg.  
phenylephrine HCl..... 2.5 mg.  
glyceryl guaiacolate..... 25.0 mg.  
acetaminophen..... 162.5 mg.

\*Patents pending

**INDICATIONS:** For acute cough associated with:

Upper Respiratory Infections    Bronchitis  
Common Cold    Pertussis    Tracheitis  
Influenza    Pleurisy    Laryngitis  
Pneumonia    Croup  
Allergies (Ulominic and Ulogesic)

**CONTRAINDICATIONS:** Although no contraindications for ULOMINIC or ULOGESIC are known, they should be used only for acute cough.

**CAUTION:** Since ULOMINIC and ULOGESIC contain an antihistaminic agent, drowsiness may occur. As they also contain a sympathomimetic agent, they should be used with caution in coronary artery disease, glaucoma, hypertension, and hyperthyroidism.

**SIDE EFFECTS:**

**ULO**

These occur only occasionally and have been mild. Nausea and dizziness have occurred infrequently; vomiting and drowsiness rarely. As with all centrally acting drugs, an infrequent case may develop excitation, hyperirritability and nightmares. The symptoms disappear within a few hours after the drug is discontinued. In three cases (1 adult and 2 children) where the drug was continued in large or even excessive amounts after stimulation was present, hallucinations developed. Upon withdrawal of the medication, the patients recovered rapidly within a few hours.

**ULOMINIC and ULOGESIC**

Side effects from ULOMINIC or ULOGESIC occur occasionally and are mild. Nausea, dizziness, and dryness of the mouth occur infrequently; vomiting and drowsiness rarely.

**DOSAGE:**

**ULO**

Adults: 25 mg. (1 teaspoonful) 3 or 4 times daily as required.  
Children: 6 to 12 years of age—12.5 to 25 mg. (½ to 1 teaspoonful) 3 or 4 times daily as required;  
2 to 6 years of age—12.5 mg. (½ teaspoonful) 3 or 4 times daily as required.

**ULOMINIC**

Adults: One teaspoonful (5 cc) four times daily.  
Children: 6 to 12 years—½ teaspoonful (2.5 cc) 4 times daily.  
2 to 6 years—¼ teaspoonful (25 drops) 4 times daily.

**ULOGESIC**

Adults: Two tablets 4 times daily.  
Children: 6 to 12 years—one tablet 4 times daily.

**AVAILABILITY:**

**ULO SYRUP**  
Bottles 12 oz.

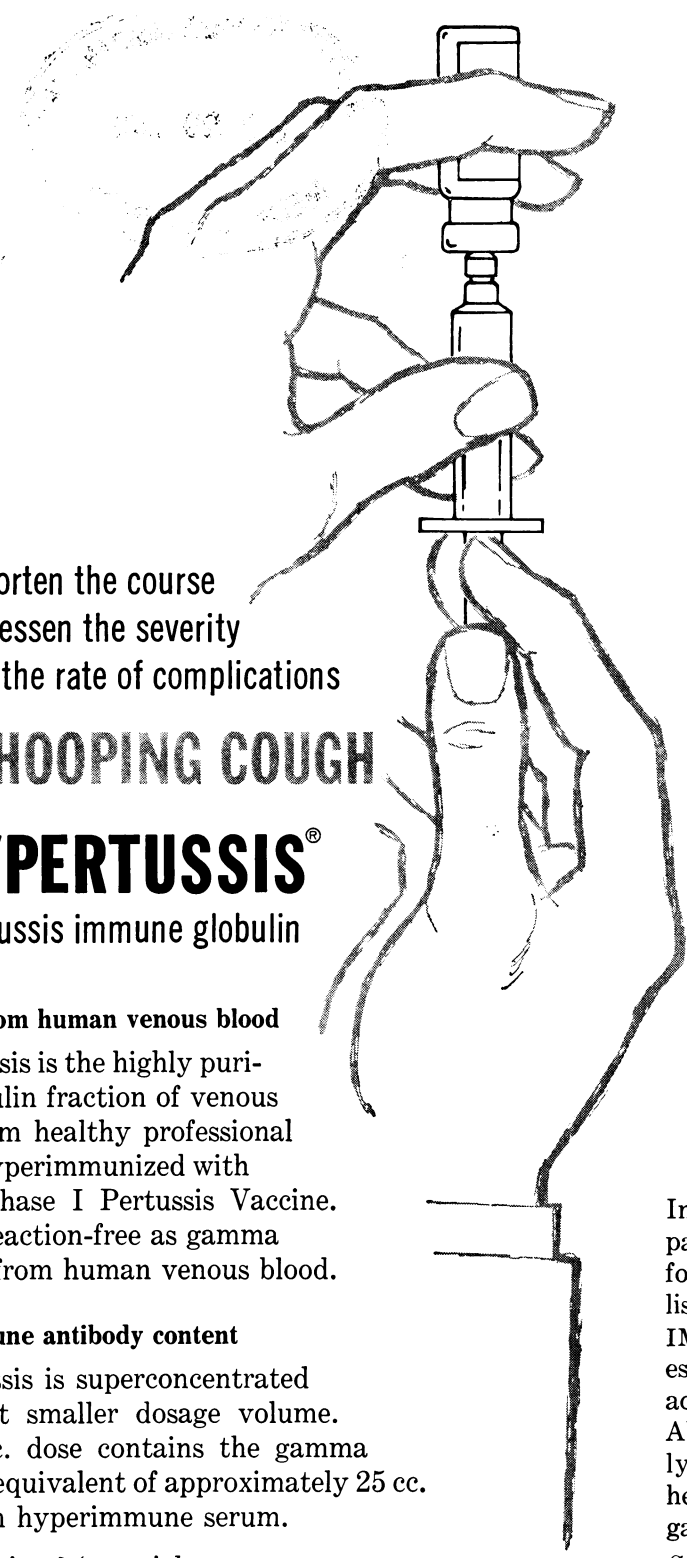
**ULOMINIC SYRUP**  
Bottles 1 pint

**ULOGESIC TABLETS**  
Bottles of 100 tablets.

**CAUTION:** Federal Law prohibits dispensing without prescription.



RIKER LABORATORIES, INC., Northridge, California



to shorten the course  
lessen the severity  
reduce the rate of complications

## IN WHOOPING COUGH

### **HYPERTUSSIS<sup>®</sup>** pertussis immune globulin

**derived from human venous blood**

Hypertussis is the highly purified globulin fraction of venous blood from healthy professional donors hyperimmunized with Cutter Phase I Pertussis Vaccine. It is as reaction-free as gamma globulin from human venous blood.

**high immune antibody content**

Hypertussis is superconcentrated to permit smaller dosage volume. A  $1\frac{1}{4}$  cc. dose contains the gamma globulin equivalent of approximately 25 cc. of human hyperimmune serum.

*Supplied in  $1\frac{1}{4}$  cc. vials.*

for prevention  
or modification

### **OF MEASLES**

### **Polio IMMUNE GLOBULIN gamma globulin**

**derived from human blood**

In measles prevention effective passive immunity of three to four weeks duration is established. In modification, Polio IMMUNE GLOBULIN reduces severity while allowing full active immunity to develop. Also for prevention of paralytic poliomyelitis, infectious hepatitis, treatment of hypogammaglobulinemia.

*Supplied in 2 cc. and 10 cc. vials.*

For further information  
see PDR page 576,  
**Ask Your Cutter Man**  
or Write to Dept. 1-5M



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*Leaders in Human Blood Fractions Research*